

THE INDIANA MUSICATOR

OFFICIAL PUBLICATION OF THE INDIANA MUSIC EDUCATORS ASSOCIATION

Rate Card #36, Effective September 2010

Published electronically four times each school year. Correspondence, reservations, and placement requests should be sent to the Business Manager. Submissions for publication should be sent electronically to the editor.

1. Personnel:

Jeff Doebler, Editor	JoDee Marshall, Business Mgr.
1402 Carriage Drive	IMEA Office
Valparaiso, IN 46383	100 E Thompson Rd.
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	Fax: 317/780-4110
	E-mail: manager@imeamusic.org
	www.imeamusic.org

2. Representatives: All business and advertising handled by the Business Manager. ALL ADVERTISING RESERVATIONS/ORDERS MUST BE VIA THE ADVERTISING SPACE RESERVATION FORM; NO TELEPHONE ORDER PLACEMENT AVAILABLE.

3. Commission and cash discounts are not allowed.

4. General: All ads are subject to editorial approval.

5. General Advertising Rates:

a. Four-color Rates

(by reservation only, first-come, first-served basis):

Available on IFC, IBC, OBC and centerspread only

Inside front cover	\$500.00
Inside back cover	500.00
Outside back cover	500.00
Facing centerspread	500.00
2-page centerspread	850.00

b. Black & White cover ads given secondary placement to 4-color ads: (IFC, IBC, OBC, centerspread)

Inside front cover	\$500.00
Inside back cover	400.00
Outside back cover	400.00
2 page centerspread	700.00
Full page	300.00
2/3 page	275.00
1/2 page	250.00
1/3 page	225.00
1/4 page	200.00

c. If an academic-year contract (beginning with the September journal) is issued, the billing for the 4th (May) issue will reflect a 10% discount on the cost of the last ad of the contract.

d. Multiple insertions in one issue are charged at page price or fraction thereof according to a, b, or c above.

6. Publication schedule & copy deadline:

<u>Copy deadline:</u>	<u>Issue Date:</u>
July 1	September 1
September 1	November 1
January 1	March 1
March 1	May 1

7. Special Issues: November convention issue carries specifics on the January IMEA State Convention program.

8. Circulation Information

a. Available electronically to all Indiana music teachers. Additional circulation to advertisers, corporate members, subscribers, libraries, school administrators, editors of state music publications, and national officers of Music Educators National Conference.

b. Circulation: Approximately 3,500

9. Inserts: By special arrangement only

10. Special Positions

Preferred positions may be requested at no additional charge. Requests will be granted where format permits.

11. Colors: Spot and four-color are available for an additional charge.

12. Bleed ads: Accepted. Bleed should be a minimum of .125".

13. Contract and Copy Regulations

- a.** Contracts apply to four consecutive issues, September through May. Contracts may be cancelled only on 30-day written notice from advertiser or publisher.
- b.** Insertions may not be cancelled or changed after closing dates.
- c.** Artwork paid for by advertiser.
- d.** Art files are held one year unless other instructions are given by advertiser in advance.
- e.** In accepting all orders, we reserve the right to decline any advertisement that does not meet with our approval.
- f.** Ads must be submitted in electronic format. Electronic formats accepted: InDesign, Quark Xpress, Illustrator, EPS, TIF (300dpi or higher), or PDF files. Ads may be attached to an email <manager@imeamusic.org> or mailed on CD-Rom or data DVD via USPS.

14. Mechanical Requirements

- a. Trim Size:** 8.5" x 11"
- b. Printed Page Size:** 7.5" x 10.5"
- c. Column Width:** 2.25" or 3.25"
Double Column: 4.75"
- d. Column Depth:** 10"
- e. Two or Three columns per page**
- h. Saddle stitch binding**

15. Issuance and Closing Dates

Distributed during months of cover date.

16. Miscellaneous

Non-Member & University/Public Library subscription rate is \$20.00 per school year.

17. Ad Sizes

- a. Full Page:** 7.5" x 10"
- b. 2/3 Page:** 4.75" x 10"
- c. 1/2 Page:** 7.5" x 5"
- d. 1/3 Page:** 2.25" x 10"
- e. 1/4 Page:** 3.75" x 5" or 7.5" x 2.5"
- f. Bleeds, IFC, IBC, OBC:** 8.5" x 11"