

THE INDIANA MUSICATOR

OFFICIAL PUBLICATION OF THE INDIANA MUSIC EDUCATORS ASSOCIATION Rate Card #37, Effective
July 2011

Published electronically three 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
1402 Carriage Drive
Valparaiso, IN 46383
Phone: 219/4645087
Email: jeff.doebler@valpo.edu

Business Mgr.
IMEA Office
100 E Thompson Rd.
Indianapolis IN 46227
Phone: 317/7804100 ext. 2 Fax:
317/7804110 Email:
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. Fourcolor Rates

(by reservation only, firstcome, firstserved basis):

Available on IFC, IBC and centerspread only

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

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

Inside front cover	\$500.00
Inside 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. 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>
August 1	September 1
September 1	December 1
March 1	April 1

7. Circulation Information

a. Available electronically to all Indiana music teachers and general public through www.imeamusic.org. Specific notification of availability of publication 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 three consecutive issues (unless advertiser pays per issue), September through April. Contracts may be cancelled only on 30day 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 CDROM 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

15. Issuance and Closing Dates

Distributed during months of cover date.

16. 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: 8.5" x 11"