



The Music Teachers' Association of California®
 833 Market Street, Ste 900, San Francisco, CA 94103
 Phone: 415-978-9668 or 800-834-3340 Email: mariam@mtac.org

(ADVERTISING ORDER FORM/INVOICE 2017/2018)

STATEMENTS MADE BY ADVERTISERS ARE NOT NECESSARILY ENDORSED BY MTAC

The California Music Teacher Journal Advertising Rates

Color Advertisements

<u>Ad Size</u>	<u>Advertising Rate</u>	<u>Member Advertising Rate</u>	<u>Ad Size Specifications</u>
1/8 page	\$260	\$210	3 5/8" w x 2 1/8" h
1/4 page	\$330	\$280	3 5/8" w x 4 1/2" h
1/2 page	\$400	\$350	7" w x 4 1/2" h
Banner	\$370	\$320	2 1/2" w x 9" h
Full Page	\$650	\$600	7" w x 9" h
Full Page Inside Cover	\$800	\$750	7" w x 9" h

Black and White Advertisements

<u>Ad Size</u>	<u>Advertising Rate</u>	<u>Member Advertising Rate</u>	<u>Ad Size Specifications</u>
1/8 page	\$190	\$140	3 5/8" w x 2 1/8" h
1/4 page	\$260	\$210	3 5/8" w x 4 1/2" h
1/2 page	\$330	\$280	7" w x 4 1/2" h
Banner	\$300	\$250	2 1/2" w x 9" h
Full Page	\$500	\$450	7" w x 9" h

The MTAC Convention Program Book Advertising Rates
Advertising available in Black and White Only

<u>Ad Size</u>	<u>Advertising Rate</u>	<u>Member Advertising Rate</u>	<u>Ad Size Specifications</u>
1/8 page	\$190	\$140	3 5/8" w x 2 1/8" h
1/4 page	\$260	\$210	3 5/8" w x 4 1/2" h
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<u>Issue</u>	<u>Copy Deadline</u>	<u>Publication Deadline</u>
Fall	May 31, 2017	August 15, 2017
Spring (Convention)	December 15, 2017	February 28, 2018
Convention Program Book	April 30, 2018	July 1, 2018

Ads are accepted in the following formats:

1. On disk or via email (jennap@mtac.org): as Photoshop TIFF or EPS files at 300 dpi or Illustrator EPS files with fonts outlined and accompanied by any linked images (please do not embed images) OR Print quality PDF- images must be at least 300 dpi or higher with fonts embedded.

2. Professional print work with clear black lettering and original artwork on clean stark-white paper or card stock. Laser printed at 600 or 300 dpi. "Laser-like" quality, ink jet or dot matrix are not acceptable. Photocopies and faxes are not acceptable.

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PAYMENT: Required with advertising copy. Make check payable to **MTAC** or complete the credit card information section below. Send payment along with order form, ad copy and disk to:

MTAC, Advertising Manager, 833 Market Street, Ste 900, San Francisco, CA 94103 or via email Maria Mercado at mariam@mtac.org

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

PHONE _____ **FAX** _____ **EMAIL** _____

ARE YOU A MEMBER OF MTAC: YES NO **MEMBER ID#** _____

ISSUE(S) FOR PUBLICATION:

FALL 2017

SUMMER/CONVENTION 2018

2018 CONVENTION PROGRAM BOOK

AD SIZE:

FULL PAGE INSIDE COVER

FULL PAGE

BANNER

HALF PAGE

QUARTER PAGE

1/8 PAGE

AD SUBMISSION:

BLACK/WHITE

COLOR

AMOUNT DUE \$ _____

Credit Card Type: Visa Master Card Diners Club Carte Blanche JCB

Number _____ - _____ - _____ - _____

Exp. Month _____ Year _____

Signature and Date _____