



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 2015/2016)

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>
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1/4 page	\$260	\$210	3 5/8" w x 4 1/2" h
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<u>Issue</u>
Fall
Summer (Convention)
Convention Program Book

<u>Copy Deadline</u>
September 15, 2015
January 31, 2016
April 30, 2016

<u>Publication Deadline</u>
December 15, 2015
April 30, 2016
July 1, 2016

Ads are accepted in the following formats:

1. On disk or via email (mariam@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 to 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 2015

SUMMER/CONVENTION 2016

2016 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 _____