



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 2016/2017)

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	September 15, 2016	December 15, 2016
Summer (Convention)	January 31, 2017	April 30, 2017
Convention Program Book	April 30, 2017	June 30, 2017

Ads are accepted in the following formats:

1. On disk or via email (mariam@mtac.org): as Photoshop TIF 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 2016

SUMMER/CONVENTION 2017

2017 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 _____