



Music Teachers' Association of California®

833 Market Street, Suite 900, San Francisco CA 94103, 800 834-3340 (CA only) or 415 978-9668

www.mtac.org

ADVERTISING ORDER FORM

Instructions: Please select the publication, ad size and specifications from the lists below and complete the second page for submission. The California Music Teacher Journal (CMT) magazine is published tri-annually and has a special convention issue delivered to members before the annual convention, and differs from the Convention Program Book. Please specify which publication you wish to place your ad in and complete the payment section and submit the ad according to the instructions below. We do not offer graphic design services, therefore your ad must be print-ready. (see details on page 2 for file format specifications).

Statements made by advertisers are not necessarily endorsed by MTAC.

Submission Deadlines

<u>Publication</u>	<u>Copy Deadline</u>	<u>Publication Deadline</u>
Fall Issue CMT	July 31, 2015	September 30, 2015
Winter Issue CMT	October 31, 2015	December 31, 2015
Summer (Convention Issue)	February 28, 2015	April 30, 2015
Convention Program Book	April 30, 2015	July 1, 2015

The California Music Teacher Journal (CMT magazine)

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
1/2 page	\$330	\$280	7" w x 4 1/2" h
Full Page	\$500	\$450	7" w x 9" h

10% Discount for Reserving Ad Space for all four publications (Fall 2015, Winter 2016, Summer/Convention 2015 and the 2015 Convention Program Book). Ad space must be reserved in advance and payment must be received within 30 days of advertising reservation in order to receive the 10% discount.

Ads are accepted in the following formats only:

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.

Please Complete This Section

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____ EMAIL: _____

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

ISSUE(S) FOR PUBLICATION:

Fall Issue CMT Magazine Winter Issue CMT Magazine Summer CMT Magazine /Convention Issue

Annual Convention Program Book

AD SIZE:

Full Page - *INSIDE COVER* Full Page Banner

Half-Page Quarter-Page 1/8 Page

COLOR :

Black/White Full Color

AMOUNT DUE \$ _____

PAYMENT: Make check payable to **MTAC** or complete the credit card information section below.

Credit Card : Visa Master Card Discover Diners Club JCB

Number: _____ Expiration date: _____

Signature and Date: _____

Send payment along with this order form, ad copy and file or disk to:

MTAC- Advertising Manager
833 Market Street, Suite 900
San Francisco, CA 94103
or via email to:
mariamd@mtac.org