

(ADVERTISING ORDER FORM/INVOICE 2013/2014)

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
1/2 page	\$330	\$280	7" w x 4 1/2" h
Full Page	\$500	\$450	7" w x 9" h
Divider-Full Page	\$550	\$500	7" w x 9" h
Divider- 1/2 Page	\$380	\$330	7" w x 4 1/2" h
Divider-1/4 Page	\$310	\$260	3 5/8" w x 4 1/2" h
Divider Page- 1/8 Page	\$190	\$170	3 5/8" w x 2 1/8" h

<u>Issue</u>	<u>Copy Deadline</u>	<u>Publication Deadline</u>
Fall	Cancelled for 2013	Cancelled for 2013
Winter	October 15, 2013	January 31, 2014
Summer (Convention)	February 15, 2014	May 15, 2014
Convention Program Book	April 30, 2014	July 1, 2014

10% Discount for Reserving Ad Space for all three publications (Winter 2014, Summer/Convention 2014 and the 2014 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 (no exceptions).

Ads are accepted in the following formats:

1. On disk or via email (rhondaw@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.

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

(ADVERTISING ORDER FORM 2013/2014)

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 rhondaw@mtac.org

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

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

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

ISSUE(S) FOR PUBLICATION:

WINTER 2014 SUMMER/CONVENTION 2014

2014 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 Care Type: Visa Master Card Diners Club Carte Blanche JCB

Number _____ - _____ - _____ - _____

Exp. Month ____ Year ____

Signature and Date _____