

(ADVERTISING ORDER FORM/INVOICE 2014/2015)

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

<u>Issue</u>	<u>Copy Deadline</u>	<u>Publication Deadline</u>
Fall	July 31, 2014	September 30, 2014
Winter	October 31, 2014	December 31, 2014
Summer (Convention)	February 28, 2015	April 30, 2015
Convention Program Book	April 30, 2015	July 1, 2015

10% Discount for Reserving Ad Space for all four publications (Fall 2014, Winter 2015, 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:

1. On disk or via email (caseyb@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: caseyb@mtac.org

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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 caseyb@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 2014 WINTER 2015 SUMMER/CONVENTION 2015

2015 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 _____