



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

ADVERTISING ORDER FORM 2020/2021

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
Full Page	\$650	\$600	7" w x 9" h
Full Page Inside Back 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
Full Page	\$500	\$450	7" w x 9" h

The MTAC Convention Program Book Advertising Rates

Black and White Advertisements 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

Color Advertisements Only

<u>Ad Size</u>	<u>Advertising Rate</u>	<u>Member Advertising Rate</u>	<u>Ad Size Specifications</u>
Full Page Inside Back Cover	\$800	\$750	7" w x 9" h

<u>Issue</u>	<u>Copy Deadline</u>	<u>Publication Date</u>
Fall CMT	June 15, 2020	August 15, 2020
Spring (Convention) CMT	December 15, 2020	February 28, 2021
Convention Program Book	April 20, 2021	July 2, 2021

Ads are accepted in the following formats:

- On disk or via email (nicholasj@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.
- 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.