



**The Music Teachers' Association of California®**  
 833 Market Street, Ste 900, San Francisco, CA 94103  
 Phone: 800-834-3340 | Email: [advertising@mtac.org](mailto:advertising@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/White and Color Advertisements Accepted**

<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, 2021	August 15, 2021
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 ([advertising@mtac.org](mailto:advertising@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.