



The Music Teachers' Association of California®
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CALIFORNIA MUSIC TEACHER MAGAZINE
ADVERTISING ORDER FORM 2021/2022

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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	\$280	\$230	3 5/8" w x 2 1/8" h
1/4 page	\$350	\$300	3 5/8" w x 4 1/2" h
1/2 page	\$420	\$370	7" w x 4 1/2" h
Full Page	\$670	\$620	7" w x 9" h
Full Page Inside Back Cover	\$820	\$770	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	\$210	\$160	3 5/8" w x 2 1/8" h
1/4 page	\$280	\$230	3 5/8" w x 4 1/2" h
1/2 page	\$350	\$300	7" w x 4 1/2" h
Full Page	\$520	\$470	7" w x 9" h

Issue	Copy Deadline	Publication Date
Spring (Convention) CMT	December 15, 2021	February 28, 2022
Fall CMT	June 15, 2022	August 15, 2022

Ads are accepted in the following formats:

1. **On disk or via email (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.
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.