



# Advertising | 2026-2027

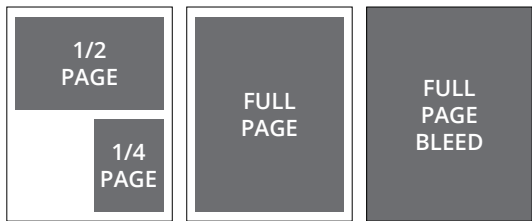
*California Music Teacher* is the exclusive magazine for the Music Teachers' Association of California® and its approximately 4,000 members. Each issue brings highly sought musical pedagogy, recommendations for new music, and other articles of interest for music teachers.

MTAC members include private music teachers, commercial studios, conservatory teachers, and professional musicians.

Send files or questions to [advertising@mtac.org](mailto:advertising@mtac.org).

AD SIZE & DIMENSIONS	REGULAR RATE	MEMBER RATE	BRANCH RATE
1/4 Page: 3.75"w x 5"h	\$350	\$300	\$140
1/2 Page: 8"w x 5"h	\$420	\$370	\$210
Full Page, non bleed: 8"w x 10.5"h	\$670	\$620	\$280
Full Page, bleed: 8.75"w x 11.25"h	\$670	\$620	\$280
Full Page Inside Back Cover (non-bleed / bleed)	\$820	\$770	\$770

*Purchase of 2 ads (Fall ad, Spring ad) for the same fiscal year (Aug 1 – July 31) receive a 10% discount.*



- Digital only—no hard copy ads
- Minimum 300 resolution at 100% actual size
- Formats: PDF with outlined fonts, EPS, JPG
- CMYK color setting
- *Note: Logos, photos, or art from websites do not reproduce well in the printed magazine.*

MTAC reserves discretion over advertising accepted for the magazine, including whether proposed advertisements are consistent with current content, audience and publication standards.



## CMT Production Dates

### Fall

*Ad Submission Date*  
**June 15**

*Publication Date*  
**August 31**

### Spring Convention issue

*Ad Submission Date*  
**December 15**

*Publication Date*  
**February 28**