



CMEA

Magazine

The News Magazine of the California Association for Music Education

Rate Card

June 1, 2011

Effective Immediately

Editor

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Billing

Bill issued following publication. Terms, net 30 days.

Interest on any overdue amount is 1 1/2 % per month.

Representatives

No advertising representative.

Commission and Discount

In accordance with the recommendation of the National Council of State Editors,
no commission or cash discount.

Contract

Four-issue contracts subject to 10% reduction in price; discount given on fourth billing.

Please indicate contract on first issue.

General

News releases from the music Industry considered on basis of news value.
to the music education profession and space availability.

Magazine varies in length: generally 32 to 48 pages.

Dates

Published four times during the academic year.

Issuance

Fall Issue
Conference Issue
Spring Issue
Summer Issue

Space Reservation Deadline

August 25, 2011
November 23, 2011
February 23, 2012
April 6, 2012

Art Deadline

September 1, 2011
December 1, 2011
March 1, 2012
April 20, 2012

Advertising Rates

Full page vertical	7.5 x 10	\$329
2/3 page vertical	5 x 10	244
2/3 page horizontal	7.5 x 6.33	244
1/2 page horizontal	7.5 x 5	209
1/3 page vertical	2.25 x 10	189
1/3 page horizontal	5 x 4.75	189
1/4 page vertical	2.25 x 7.5	149
1/4 page horizontal	7.5 x 2.25	149
1/6 page vertical	2.25 x 4.875	115
2 inches vertical	2.25 x 2	65
Outside Back Cover in Four-color		875
Inside Front or Inside Back Cover in Four-color		805
Full Page in Four-color		675
Half Page in Four-color		325

Special Positions

No additional charges; advertisers requests will be adhered to whenever possible.

Bleed

Bleeds accepted.

Copy Regulations

Ads not print ready are subject to a 20% charge.

Ads which do not conform to size specifications are subject to a 20% charge.

Mechanical Specifications

Page Size (trimmed): 8.5 x 11 inches.

Three columns per page.

Live area page size: Width 7.5 inches (45 picas).

Length: 10 inches (60 picas).

Column width: 2.25 inches (14 picas).

Halftones: 150 line screen preferred.

Glossy prints preferred; size immaterial.

Offset lithography.

Saddle-stitch binding.

Digital Art Specifications

PDF is the most common file format.

Advertisers are encouraged to send a hard-copy proof.

Circulation

Approximately 3,200, mailed as a periodical.

Subscription to members included in annual dues.

Non-member subscription price: \$12 per year; \$3 per copy.

