

PRINT ADVERTISING RATES & SPECIFICATIONS



CONTACT

Bill White Advertising Manager
 Phone: 914-358-1200 x 302 Fax: 914-948-4045
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ALSO AVAILABLE IN DIGITAL EDITION

GENERAL INFORMATION

NAfME, among the world's largest arts education organizations, marked its centennial in 2007 as the only association that addresses all aspects of music education. Through membership of more than 75,000 active, retired, and preservice music teachers, and with 60,000 honor students and supporters, NAfME serves millions of students nationwide through activities at all teaching levels, from preschool to graduate school. NAfME's programs and initiatives are driven by the belief that for today's students to succeed tomorrow, they need a comprehensive education that includes music taught by exemplary music educators.

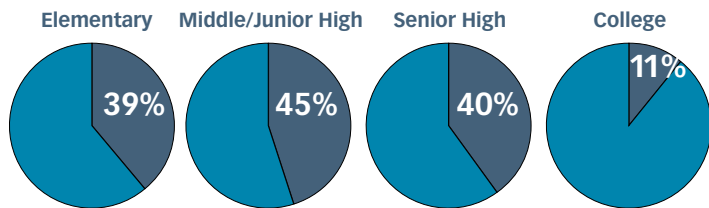
Circulation

Music Educators Journal and Teaching Music are distributed to nearly 70,000 NAfME members/subscribers on an alternating eight-month schedule. Members/subscribers are music educators teaching all disciplines, college students, and institutional and library subscribers.

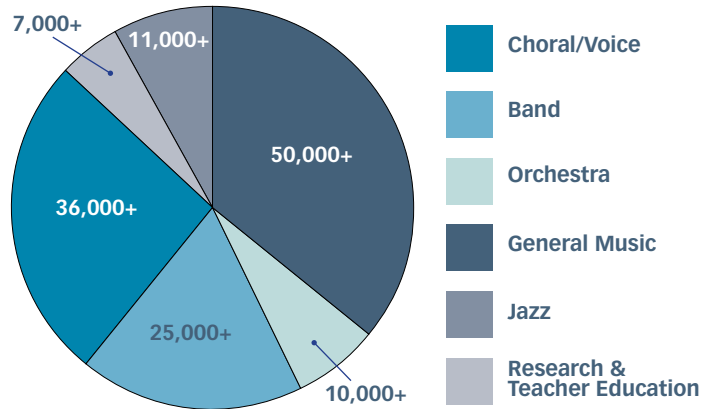
Reader/Member Profile

Teaching Level (members may teach at more than one level)

Number of NAfME Members (% of Active NAfME Membership)



Teaching Area (members may indicate more than one area)



According to a recent survey, 50% of our readers have responded to an ad and pass their copies to at least one other person.

This "pass-along readership," numbering 160,000, is a powerful tool to reach potential users and buyers of your product and services. These educators who read our publications are connected to departments, schools, and districts—in positions that influence decision-makers at budget time.

NET RATES RATES SHOWN ARE PER ISSUE

Special Position

Covers, 4-color only:

Cover 4: Add 25% to 4-color rate

Covers 2 and 3: Add 20% to 4-color rate (inside front and inside back).

Any other special position:

Add 10% to space rate.

(Note: Positioning of advertising is at discretion of the publisher except where a request for a specific position is acknowledged by the publisher in writing and the premium charge is paid.)

Commissions and Discounts

Affiliated organization discount: NAfME affiliated organizations are given a 15% discount on space, color, and position.

Corporate membership discount: NAfME corporate members are given 20% off the first print ad and 20% off the first Web banner ad.

Educational discount: Institutional advertising educational programs for degree credit are given a 15% discount on space, color, and position; the degree credit must be mentioned in the ad.

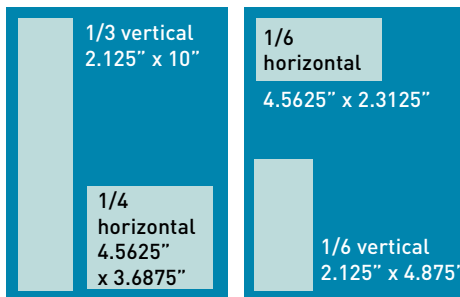
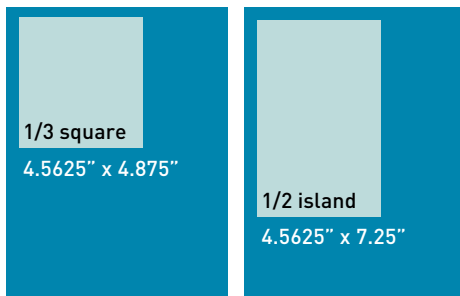
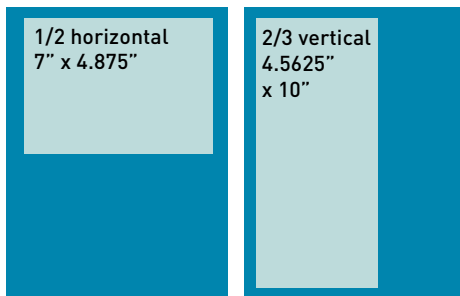
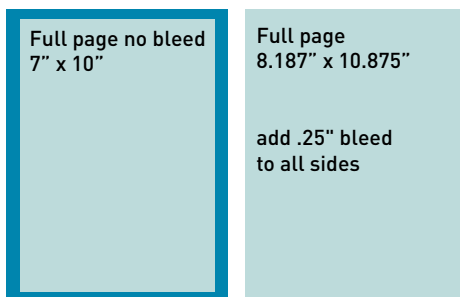
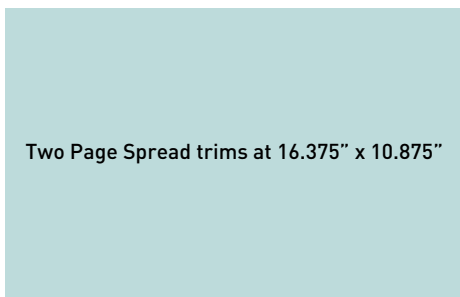
Agency commission and discounts may not be combined. No other discounts are given to advertisers or their agencies other than those described in this rate card.

BLACK AND WHITE				
	1x	2x	3x	4x
Full page	\$2704	\$2427	\$2101	\$1877
2/3 page	\$2277	\$2037	\$1755	\$1555
1/2 page	\$1647	\$1454	\$1309	\$1095
1/3 page	\$1236	\$1044	\$918	\$788
1/4 page	\$1057	\$898	\$750	\$623
1/6 page	\$841	\$681	\$556	\$394
TWO COLOR				
	1x	2x	3x	4x
Full page	\$3180	\$2775	\$2415	\$2171
2/3 page	\$2755	\$2355	\$2071	\$1865
1/2 page	\$2112	\$1769	\$1556	\$1380
1/3 page	\$1790	\$1504	\$1278	\$1073
1/4 page	\$1386	\$1206	\$1034	\$902
1/6 page	\$1184	\$979	\$854	\$696
FOUR COLOR				
	1x	2x	3x	4x
Full page	\$3402	\$3066	\$2753	\$2472
2/3 page	\$3105	\$2694	\$2393	\$2169
1/2 page	\$2569	\$2105	\$1878	\$1684
1/3 page	\$2157	\$1855	\$1618	\$1365

\$2.80 Per Word in the Ad Place. \$73.00 Per Inch in the Ad Place.

Material Specifications

- **Fractionals:** Ads should be created at their actual size and should have a border or clear outside edge. If no edge is apparent, a hairline rule will be added. (see advertising dimensions at right)
- **Full page:** Ads should be created at the trim size of our magazine (8.187" x 10.875") Bleeds should extend .25" beyond our trim size. Live area should be kept .25" from trim.
- **Required file format:** PDF/X-1a (vector) 300 dpi. All fonts and images should be embedded.
- **PDF Preferences:** Crops should be set to an offset of .1875" with a bleed of .25".
- **Maximum ink density:** 300 total **Recommended minimum dot:** 5%.
- **Color:** Color files must be CMYK. Use of Pantone or spot colors is not allowed.



DISCLAIMER: While every effort is made to ensure that all advertisements are reproduced to the highest standard, In Tune Partners and its suppliers will not accept responsibility for the reproduction of advertisements when the data (PDF) has not been supplied to our specification.

It is the file creator's responsibility to ensure that overprint settings within the file are correct. (Some proofing systems do not reliably show overprint and so In Tune Partners cannot be held responsible for an incorrect print despite any check-proofing that we may decide to carry out).

Digital files should be uploaded to our ftp site or emailed to Bill White at wwhite@intunemonthly.com

Deadlines

Issuance and Closing Dates

To guarantee insertion of advertising in any particular issue, we must receive a space commitment by fax, email, or mail on or before the space reservation deadline. Please see Furnished Materials on material specifications for submitting digital files, camera-ready art or film.

Contracts and Frequency Rates

Price breaks are given for quantities of three, five, and ten ads in any ten-month period. Frequency rate is determined by the number of insertions contracted for and used in any ten-month period. Unless the multiple insertions are contracted for in advance, advertisers will be billed at the one-time rate until a different frequency rate is earned. Billing adjustments will be made when a frequency rate changes. Short rates will be issued if fewer insertions are made than were originally contracted.

Advertising Dimensions

SIZE OF MATERIAL	WIDTH	DEPTH
Two-page spread trim size (Bleeds should include 1/4" beyond the trim size on all sides)	16.375"	10.875"
Full page trim size (Bleeds should include 1/4" beyond the trim size on all sides)	8.187"	10.875"
Full page no bleeds	7"	10"
2/3 vertical	4.5625"	10"
1/2 horizontal	7"	4.875"
1/2 island (vertical)	4.5625"	7.25"
1/3 square	4.5625"	4.875"
1/3 vertical	2.125"	10"
1/4 horizontal	4.5625"	3.6875"
1/6 horizontal	4.5625"	2.3125"
1/6 vertical	2.125"	4.875"
1" display classified	2.125"	1"

DEADLINES 2016		
Issue:	Space reservation deadlines:	Furnished materials deadlines:
August TM	June 27	July 3
October TM	August 22	August 29
January TM	November 14	November 21
April TM	February 20	February 27

Billing

Advertisers are billed on the first day of the month of publication. Payment is due within thirty days of the invoice date. In the event that an account becomes sixty days overdue (ninety days from original invoice), the advertiser will be informed in writing that unless payment is received, all scheduled advertising not already on the press will be canceled. NAFME employs a collection agency for overdue accounts. Prepayment is required of all new advertisers.



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nafme.org

Ad Shows on Right side of page and can be shown on the Front page or the both Front page and Music Educators site. A banner can also appear in the leaderboard banner at the bottom of the Front page

Ad Sizes:

MEDIUM RECTANGLE: 300w x 250h pixels

Image type recommended:

.GIF, .JPG. or .PNG

Typical screen resolution:

72dpi

File size:

maximum 10K

Restrictions:

at present, No animated or Flash ads are accepted.



RATES FOR FRONT PAGE ONLY

1 Month Rotation- \$650
3 Month Rotation- \$1,750
6 Month Rotation- \$3,120

RATES FOR ALL PAGES

1 Month Rotation - \$1,050
3 Month Rotation - \$2,676
6 Month Rotation - \$5,040

2016

NEWSLETTER ADVERTISING RATES & SPECIFICATIONS



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Orchestrating Success the NAFME Bi-Weekly E-Newsletter

NAfME's E-Newsletter reaches 60,000 music educators bi-weekly!

**RATE FOR
SINGLE
POSITION:
\$500**

→ 15% premium
for first position

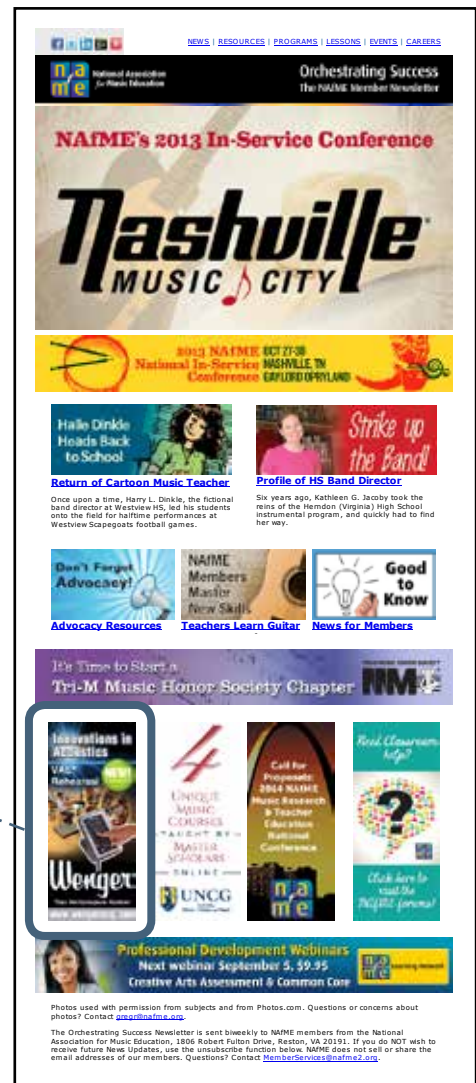


IMAGE TYPE REQUIRED: .GIF, .JPG or .PNG
IMAGE SPECIFICATIONS:
125w x 285h pixels, 72dpi, RGB
Ad will link to provided url

Photos used with permission from subjects and from Photos.com. Questions or concerns about photos? Contact wwwhite@naafme.org
The Orchestrating Success Newsletter is sent biweekly to NAfME members from the National Association for Music Education, 1806 Robert Fulton Drive, Reston, VA 20191. If you do NOT wish to receive future News Updates, use the unsubscribe function below. NAfME does not sell or share the email addresses of our members. Questions? Contact MemberServices@naafme.org.