

# Spread the Word by Advertising in *PMEA News*!



*PMEA News* is a great vehicle for promoting your company. With an average distribution of approximately 5,250 your message will be placed before people who know music and use your products and services. We value our advertisers and their contribution to both the Pennsylvania Music Educators Association and the advancement of Music Education.

## Information and Specifications on *PMEA News* Advertisements:

### Readership

*PMEA News* is the official journal of the Pennsylvania Music Educators Association. Our readership includes: Music Educators in Pennsylvania, Collegiate Music Students, School Superintendents, Exchange with National Officers and Chairs of NAFME, Standing Committees, State MEA Officers, State Supervisors of Music and Officers of Affiliated Organizations, Subscriptions, and PMEA Corporate Sponsor Members.

### Mechanical Specifications

- Trim size: 8 1/2" x 11"
- Width of columns: 14 picas (3 9/16 inches)
- Space between columns: 1 pica
- Depth of column: 57 picas (10 inches)
- Two columns per page, 65 lines per column
- PDFs preferred
- Line Screen: 130
- Offset lithography: saddle stitch binding
- 80 lb. crystal gloss
- 80 lb crystal gloss cover— coated 2 sides
- Bleeds accepted

### Total Circulation

Between 5,000 and 5,500

### Publication Schedule

*PMEA News* is published quarterly. Reservation deadlines and approximate arrival dates are as follows: Fall Issue – August 5<sup>th</sup>, 2019 and arriving September 15<sup>th</sup>, 2019

Winter Issue – September 30<sup>th</sup>, 2019 and arriving November 15<sup>th</sup>, 2019

Spring Issue - January 6<sup>th</sup>, 2020 and arriving March 1<sup>st</sup>, 2020

Summer Issue – April 6<sup>th</sup>, 2020 and arriving May 15<sup>th</sup>, 2020

\*Note: Actual copy of ad may be received up to 10 days later than the closing date for the order.\*

### Corporate Sponsor Members

The keystone logo marks advertisers in each issue who are PMEA Corporate Sponsor members. Benefits for Corporate Sponsorship can be found under the advertising section of the PMEA Website at

<http://www.pmea.net/corporate-sponsor-information/>.

### Advertising Discount

A 15% discount for the same type of advertisement running in all four issues of the journal saves you money. The ad itself may be changed each issue if you wish, but the size, type (i.e. color, b&w) and cost for each ad must remain the same. The discount will be calculated based on the total of all four ads and will be applied to the cost of the final (summer) journal issue if all previous bills have been paid.

## Advertising Rates (Starting July 1<sup>st</sup>, 2019 - Ending June 30th, 2020)

Sizes listed below (same size also listed below in picas) \*Please note that inside color ads have limited availability

To reserve an ad, please complete the online. Questions? Please call the PMEA office at 610-562-9757 or email [advertising@pmea.net](mailto:advertising@pmea.net).

Description of Advertisement	Pricing
Full Color Cover Ad (Back Outside Cover) (2x4 white square must be included in top right corner)	\$1,050.00
Full Color Cover Ad (Back Inside Cover)	\$1,000.00
Full Color Cover Ad (Front Inside Cover)	\$1,000.00
Full Page (Full Color – 28 ½ column inches - Inside the Issue)	\$900.00
½ Page (Full Color Island – 14 column inches – Inside the Issue) 29x42 picas	\$625.00
½ Page (Full Color – 14 column inches – Inside the Issue) 44x28 picas	\$625.00
Full Page (B&W – 28 ½ column inches - Inside the Issue)	\$450.00
½ Page Island (B&W Island – 14 column inches – Inside the Issue) 29x42 picas	\$325.00
½ Page (B&W – 14 column inches – Inside the Issue) 44x28 picas	\$325.00
¼ Page (B&W – 7 column inches – Inside the Issue) 14x42, 29x21, or 44x14 picas	\$200.00

If you would like to view a copy of the PMEA News to see what type of advertising could be yours, please visit <https://view.publitas.com/pmea/pmea-news-summer-2016/page/1>.

### Contact Information

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