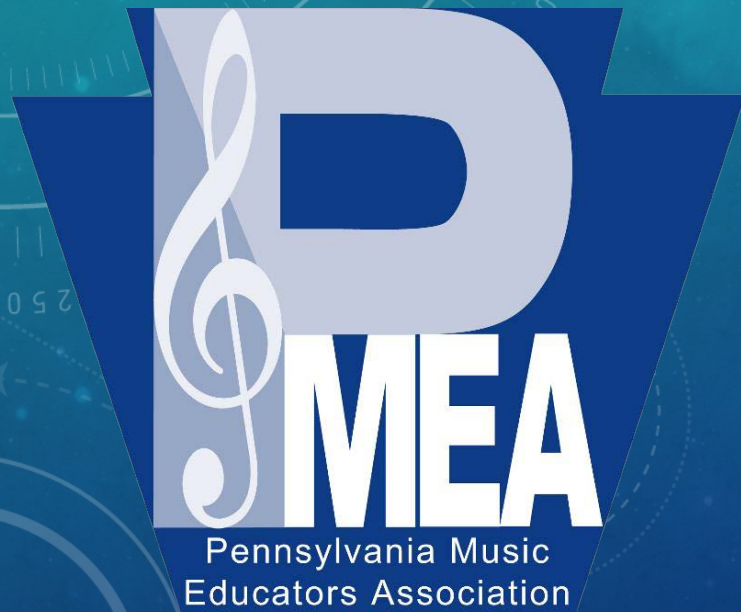


# PENNSYLVANIA MUSIC EDUCATORS ASSOCIATION

GENERAL INFORMATION, ADVERTISING VENUES,  
SPECIFICATIONS, RATES, AND DEADLINES



# GENERAL INFORMATION ABOUT PMEA



PMEA is a great vehicle for promoting your company or organization. With an average distribution of approximately 5,500 your message will be placed before people who know music and use your products and services. We value our advertisers and their contribution to music education. To reserve an ad, please complete the online form [PMEA News Advertising Contract](#). Questions? Please call the PMEA Office at 610-562-9757 or email [advertising@pmea.net](mailto:advertising@pmea.net).

*The Pennsylvania Music Educators Association (PMEA) is a statewide nonprofit organization of over 4,500 members, dedicated to promoting the musical development of all Pennsylvanians. The present membership evolved from a small group of band directors dating from 1933. Today, the organization includes those engaged in music instruction at all levels, from preschool through college and university, as well as those in the music industry, merchandising and publishing. The organization promotes and supports quality music education, learning and performance as well as promoting and supporting music education in schools and communities. PMEA is affiliated with The National Association for Music Education, NAFME.*

# THE VALUE OF CORPORATE SPONSORSHIP AND ADVERTISING



PMEA benefits greatly from contributions made through corporate sponsorship and advertising. The money generated through these outlets help PMEA fund its various programs and events throughout the year including:

- *The PMEA Annual In-Service Conference*
- *The PMEA Annual Summer Conference*
- *Advocacy Day in Harrisburg, PA*
- *Music in our Schools Month*
- *Professional Development for PMEA Members*
- *Student Scholarship Programs*
- *Grant Programs for Active Members*
- *And Much More!*

Corporate sponsorship and advertising not only help your company or organization be recognized, but you also provide amazing opportunities to educators and students all across the Commonwealth!

# ADVERTISING VENUES 2021-2022



- PMEA News – The Official Publication of the Pennsylvania Music Educators Association
  - Print and Online Versions available for Members
- Annual In-Service Conference Program
  - Advertising options in the Conference Program are only available to Conference Exhibitors
- Annual In-Service Conference Website/App (when available)
  - Advertising options in the Conference Program are only available to Conference Exhibitors
- PMEA's Take Note Podcast
  - 1 Title Sponsorship Available, other sponsorships offered
  - 6 month sponsorship terms available
- Summer Conference Sponsorships
  - PMEA's Summer Conference will be held virtually and will offer sponsorships including logos, banners, and session sponsorships (must be PMEA Corporate Sponsor)

# PMEA NEWS- THE OFFICIAL PUBLICATION OF THE PENNSYLVANIA MUSIC EDUCATORS ASSOCIATION



- PMEA News is the official publication of the Pennsylvania Music Educators Association and is published quarterly. The PMEA News features articles from top educators in the field, updating the membership on PMEA business, and advertisements from schools, music businesses, and other companies and organizations.



- Our readership includes:
  - Music Educators in PA
  - Collegiate Music Students
  - School Superintendents
  - Exchange:
    - National Officers and Chairs of NAFME
    - Standing Committees
    - State MEA officers
    - State Supervisors of Music
    - Officers of Affiliated Organizations
  - Subscriptions
  - PMEA Corporate Sponsor Members

# PMEA ANNUAL IN-SERVICE CONFERENCE PROGRAM

- The PMEA 2022 Annual In-Service Conference WILL be held in-person.
- All exhibitors for the 2022 Annual In-Service Conference at the Kalahari Resort and Convention Center in the Poconos, will be able to take advantage of advertising in our printed Conference Program and any web/app advertising opportunities.



# PMEA News ADVERTISING DEADLINES 2021-2022



## Reservation Deadlines for PMEA News:

- Fall Deadline – August 9<sup>th</sup>, 2021
- Winter Deadline – September 27<sup>th</sup>, 2021
- Spring Deadline – January 10<sup>th</sup>, 2022
- Summer Deadline – April 18<sup>th</sup>, 2022

\*\*\*A 15% Discount Will Apply On the 4<sup>th</sup> Issue When Purchasing Advertisements in All 4 Issues of the PMEA News\*\*\*

\*\*\*Ads may be received up to 10 days after the Reservation Deadline\*\*\*



# PMEA News ADVERTISING PRICES 2021-2022


Description of Advertisement	Pricing
Full Color Cover Ad (Back Outside Cover)	\$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 – Inside the Issue)	\$900.00
½ Page (Full Color Island – 14 column inches – Inside the Issue)	\$625.00
½ Page (Full Color – 14 column inches – Inside the Issue)	\$625.00
Full Page (B&W – Inside the Issue)	\$450.00
½ Page Island (B&W Island – 14 column inches – Inside the Issue)	\$325.00
½ Page (B&W – 14 column inches – Inside the Issue)	\$325.00
¼ Page (B&W – 7 column inches – Inside the Issue)	\$200.00



# CORPORATE SPONSORSHIP INFORMATION



The purpose of corporate sponsorship through PMEA is to encourage companies and organizations to support the mission and vision of the Pennsylvania Music Educators Association. The ultimate goal is to provide our membership with the opportunities to partner and benefit from a variety of different institutional entities. Corporate Sponsorships levels include: Corporate Sponsor, Bronze Sponsor, Silver Sponsor, Gold Sponsor.

The keystone logo  marks advertisers in each issue of the PMEA News who are corporate sponsors. A wide array of benefits are available to the different levels of sponsorship.

We are proud of our [PMEA 2019-2020 Corporate Sponsors](#) and their contributions to both supporting PMEA and Music Education in the Commonwealth. Please contact PMEA Director of Member Engagement, [Kayla Stiely](#), if you should have any questions about becoming a corporate sponsor. Please take a look at our benefits sheet for a detailed list of benefits per membership type.

# CORPORATE SPONSORSHIP BENEFITS



<b>Corporate Sponsor (\$150)</b>	<b>Bronze Sponsor (\$250)</b>	<b>Silver Sponsor (\$500)</b>	<b>Gold Sponsor (\$1,000)</b>
Access to PMEA sponsorship opportunities (Take Note Podcast, Conference Sponsorships, e-mail blasts, etc.)	<b>All Corporate Sponsor Benefits Plus:</b>	All Bronze and Corporate Sponsor Benefits Plus:	All Silver, Bronze, and Corporate Sponsor Benefits Plus:
Digital PMEA Sponsor Logo provided for your use	1 Complimentary ¼ Page Advertisement (B&W)	Upgrade to 1 Complimentary ½ Page Advertisement (B&W)	Upgrade to 1 Complimentary Full Page Advertisement (B&W)
Magazine Subscription, Quarterly Updates, Basic Info Listing and Web Site Listing in PMEA News and on PMEA website	First Access to purchase Conference Website/ App Advertising when available	Image/Advertisement posted on Corporate Sponsor page of PMEA Website, complimentary digital advertising opportunity	First Access to purchase Conference Title Sponsorship Package
Complimentary Conference Attendee E-mail List (must exhibit to obtain attendee information)	Fifty Word Description in the <u>Winter Edition</u> of PMEA News	1 additional complimentary exhibitor registration for the Annual Conference	2 additional complimentary exhibitor registrations for the Annual Conference
		1 e-mail sent on your behalf to PMEA Membership	2 e-mails sent on your behalf to PMEA Membership
Exhibit Booth Discount (\$95 Total)	Registration Poster	Additional Booth Discount (\$145 Total)	Banner Displayed at Conference

# IMPORTANT LINKS

- PMEA Website – [www.pmea.net](http://www.pmea.net)
- PMEA Advertising Contract – [Click Here](#)
- PMEA Corporate Sponsor Information – [Click Here](#)
- PMEA Additional Advertising Information - [Click Here](#)



# CONTACT INFORMATION

PMEA Director of Member Engagement – Kayla Stiely

- Email – [kstiely@pmea.net](mailto:kstiely@pmea.net)
- Phone – 610-562-9757

