

2019-2020 PRINT ADVERTISING RATES & SPECIFICATIONS



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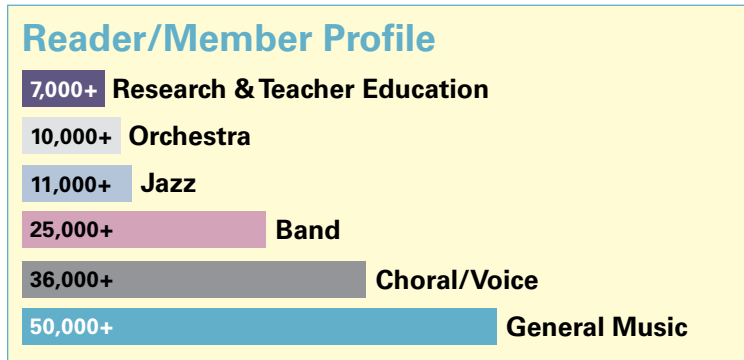
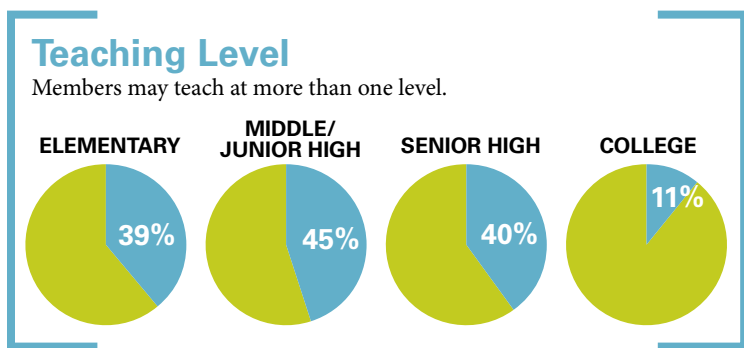
**ALSO
IN DIGITAL
EDITION**

GENERAL INFORMATION

NATIONAL ASSOCIATION FOR MUSIC EDUCATION (NAfME), among the world's largest arts education organizations, is the sole association that addresses all aspects of music education. Membership is currently comprised of more than 75,000 active, retired, and preservice music teachers, as well as 60,000 honor students and supporters. Since 1907, the Association has worked to ensure that every student has access to a well-balanced, comprehensive, and high-quality program of music instruction taught by qualified teachers. The organization advocates at the local, state, and national levels, provides resources for teachers, parents, and administrators, hosts professional development events, and offers a variety of educational opportunities for students and teachers. NAfME orchestrates success for millions of students nationwide and has supported music educators at all teaching levels from preschool to graduate, championing programs and initiatives 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. NAfME's activities and resources have been largely responsible for the establishment of music education as a profession, for the promotion and guidance of music study as an integral part of the school curriculum, and for the development of the National Standards for Arts Education.

Circulation

Teaching Music is distributed to nearly 65,000 NAfME members/subscribers four times each year.



NET RATES RATES SHOWN ARE PER ISSUE

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
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

Premium Position 4-Color Only

- Back Cover:** Add 25% to 4-color rate
- Inside Covers (front & back):** Add 20% to 4-color rate
- Requested Position:** Add 10% to space rate
- 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.

Discounts

- Frequency:** Price breaks are given for multiple insertions in any volume period.
- NAfME Affiliated Organizations:** 15% off
- NAfME Corporate Membership:** 20% off the first ad
- Educational Discount:** 15% off; 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.

On Request 1/4 and 1/6 fractionals

Ad Place \$2.80 Per Word, or \$73 Per Inch.

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MATERIAL SPECIFICATIONS

Two Page Spread Trims at
16.375" x 10.875"

Full Page No Bleed
7" x 10"

Full Page 8.187" x
10.875"

add .25" Bleed
to All Sides

1/2 Horizontal
7" x 4.875"

2/3 Vertical
4.5625"
x 10"

1/3 Square

4.5625"
x 4.875"

1/2 Island

4.5625"
x 7.25"

1/3 Vertical
2.125" x 10"

1/6
Horizontal

4.5625" x 2.3125"

1/4
Horizontal
4.5625"
x 3.6875"

1/6 Vertical
2.125"
x 4.875"

- **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 may be added.
- **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 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.

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)	8.1875"	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"

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.

Please send digital files to Carine Kowalik at ckowalik@intunepartners.com

DEADLINES

DEADLINES 2019-2020		
Teaching Music Issue	Space Reservation Deadlines	Furnished Material Deadlines
January 2019	Nov. 14, 2018	Nov. 21, 2018
April 2019	Feb. 20, 2019	Feb. 27, 2019
August 2019	June 27, 2019	July 3, 2019
October 2019	Aug. 22, 2019	Aug. 29, 2019

Space Reservation

To guarantee insertion of advertising in any issue, we must receive a space commitment by email on or before the space reservation deadline.

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.