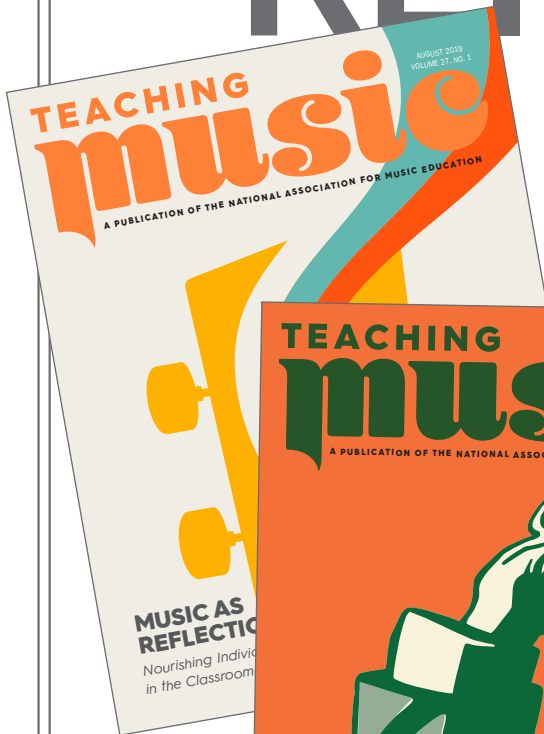


TEACHING music REIMAGINED



Debuting in fall 2019, the all-new NAFME *Teaching Music* has been reimagined from cover to cover.

The focus?

- Immediately usable content to help music educators perform better in and out of the classroom.
 - Actionable analysis of research and trends so teachers can be more relevant and effective than ever before.
 - Case studies and inspirational stories that help them borrow brilliance from their NAFME colleagues across the United States.

What can the reimagined *Teaching Music* do for you?

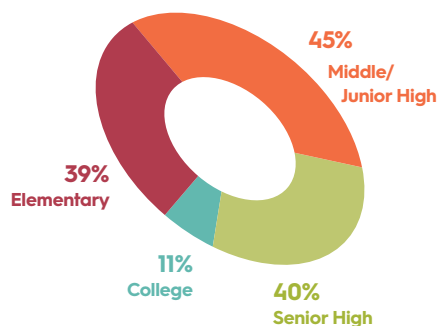
- Imagine **your product or service message delivered seamlessly** to a community of buyers and influencers who are looking for just what you have to offer.
- Imagine the opportunity to **tell your brand's unique story** in sponsored content.
- Imagine finally connecting with **the people who have the power to tell you yes.**

New for 2019–2020:

- Effective marketing opportunities at every price point
- Custom-designed advertising packages in print and digital
- Your own personal sales consultant to help maximize your budget
- *Summer Study Resource Directory* (next insert publishes in April 2020)

Contact: Ellie Dunn / EllieD@NAfME.org / 856.582.0690 ext. 2

DISTRIBUTED TO
63,000
members/subscribers



*Many members teach multiple grades.



National Association for Music Education, among the world's largest arts education organizations, is the only association that addresses all aspects of music education. NAFME advocates at the local, state, and national levels; provides resources for teachers, parents, and administrators; hosts professional development events; and offers a variety of opportunities for students and teachers. The Association has supported music educators at all teaching levels for more than a century. With more than 63,000 members teaching millions of students nationwide, the organization is the national voice for music education.

TEACHING music



BOOK NOW FOR APRIL 2020 SUMMER STUDY DIRECTORY ADS AND LISTINGS

The deadline to **reserve ad space** in the directory and receive your complimentary listing is **February 20, 2020**.

Ad sizes/rates are the same as *Teaching Music*.

The deadline for **directory list content** submissions is **March 1, 2020**.

MORE INFORMATION COMING SOON

ADVERTISING SPECIFICATIONS

Ads without bleeds:
Should be created to actual reproduction size and must include a border or crop marks. If none are included, ad will be positioned for best reproduction.

Full-Page Ads:
Should be created at the Trim Size. Live area (ad content) should be a minimum of .25" from the trim on all sides or within the 7" x 10" live area. Bleeds must extend .125" on all sides.

Required File Format:
PDF/X-1a 300 DPI. All fonts and images should be embedded.

PDF Preferred:
Include crop marks to trim size. Set bleeds to .125" all sides.

Maximum Ink Density:
300 DPI. Minimum Dot: 5%.

Color:
Files must be presented as CMYK. Do not use Pantone or spot colors, convert all to CMYK.

To guarantee insertion of advertisement, we must receive an insertion order by email on or before the space reservation deadline.

TEACHING MUSIC SUBSCRIBERS*

7,000+
Research &
Teacher Education

10,000+
Orchestra

11,000+
Jazz

25,000+
Band

36,000+
Choral/Voice

50,000+
General Music

*Some subscribers teach in multiple areas.

PREMIUM POSITION

Requested Position:
Add 10% to 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.

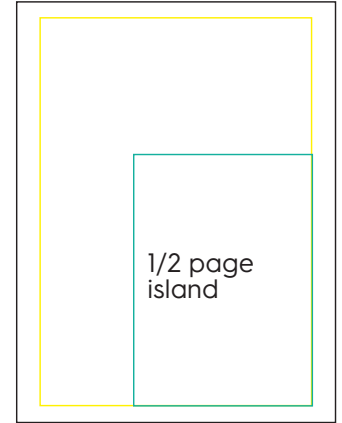
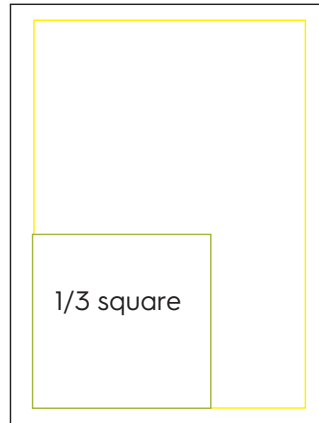
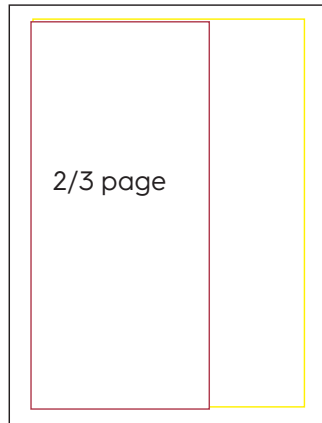
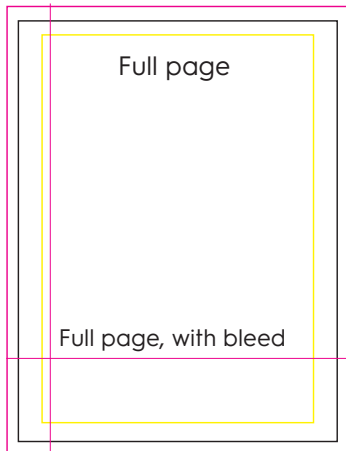
INVOICING

Advertisers are billed on the first day of the month of publication. Payment is due within 30 days of the invoice date.

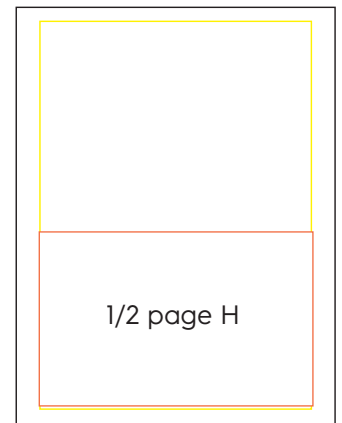
AD MATERIALS

**Please send PDF files to
EllieD@NAfME.org**

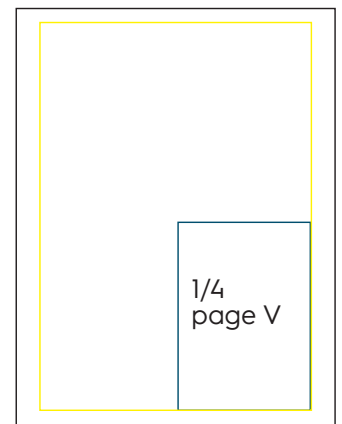
TEACHING music RATES AND SIZES



	WIDTH	DEPTH	with BLEEDS
Trim Size	8.25"	10.875"	Add .125 (1/8") to all sides
Two-page spread	16.5"	10.875"	16.75" x 11.125"
Full page, with bleed	8.25"	10.875"	8.5" x 11.125"
Full page, no bleed	7"	10"	NA
2/3 vertical	4.625"	10"	N/A
1/3 square	4.625"	4.875"	N/A
1/2 horizontal	7"	4.875"	NA
1/2 island	4.625"	6.5"	N/A
1/4 vertical	4.375"	4.875"	N/A



ADVERTISING RATES (same rate color or B/W)				
	1x	2x	3x	4x
Cover 2, 3, 4	\$4250	\$3825	\$3440	\$3090
Full page	\$3400	\$3060	\$2750	\$2470
1/2 Island	\$3100	\$2695	\$2395	\$2170
2/3 page	\$3100	\$2695	\$2395	\$2170
1/3 page	\$2180	\$1855	\$1620	\$1365
1/2 page	\$2570	\$2105	\$1880	\$1685
1/4 page	\$2160	\$1855	\$1625	\$1365



DEADLINES 2019–2020		
Issue Release	Space Reservation	Materials Due
August 2019	June 15, 2019	July 1, 2019
October 2019	August 15, 2019	September 1, 2019
January 2020	October 15, 2019	November 1, 2019
April 2020	TBD	TBD

We look forward to developing a custom marketing plan that maximizes your exposure to the buying power of the NAFME community.

Contact EllieD@NAFME.org.