

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?

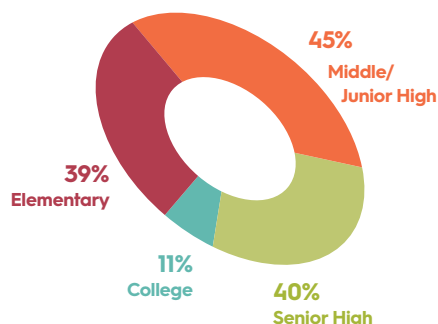
- Imagine **your product or service message delivered seamlessly** to a community of buyers and influencers who are looking for just what you have to offer.
- Imagine the opportunity to **tell your brand's unique story** in sponsored content.
- Imagine finally connecting with **the people who have the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

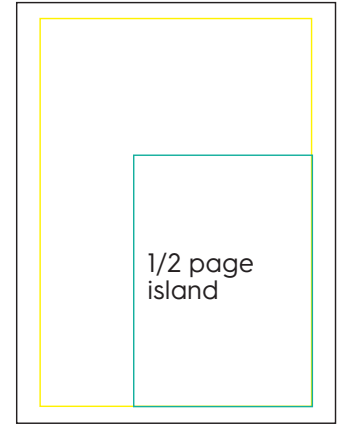
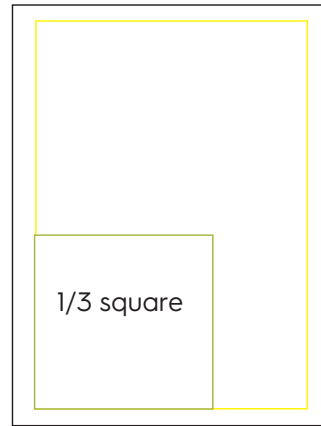
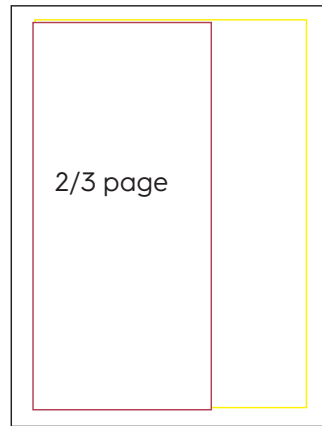
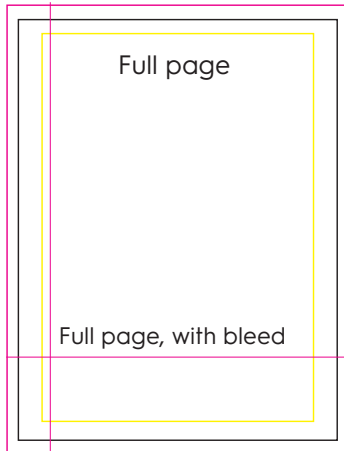
Advertisers are billed on the first day of the month of publication. Payment is due within 30 days of the invoice date.

AD MATERIALS

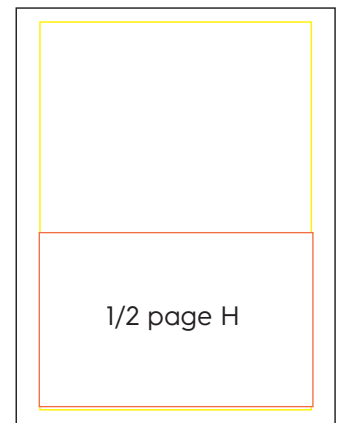
Please send PDF files to Jean Varn at jean@kalomedia.com

TEACHING music

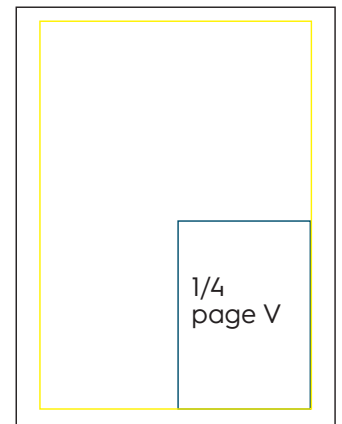
RATES AND SIZES



	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
1/6 vertical	2"	4.75"	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 2019–2021		
Issue Release	Space Reservation	Materials Due
October 2019	August 15, 2019	September 1, 2019
January 2020	October 15, 2019	November 1, 2019
April 2020	February 15, 2020	March 1, 2020
August 2020	June 15, 2020	July 1, 2020
October 2020	August 15, 2020	September 1, 2020
January 2021	October 15, 2020	November 1, 2020
April 2021	February 15, 2021	March 1, 2021
August 2021	June 15, 2021	July 1, 2021

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.

RETURN FORM TO **Ellie Dunn**

EllieD@NAfME.org / 856.582.0690 ext. 2

PRIMARY CONTACT

Name	Title		
Company	NAfME Corporate Partner	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Address			
City		State/Zip	
Phone	E-mail		

BILLING CONTACT Same as above Agency

Name	Title	Company	
Address	City	State/ZIP	
Phone	E-mail		

PRINT

Frequency

1x 2x 3x 4x

Issues

Oct. 2019 Jan. 2020 April 2020 Aug. 2020 Oct. 2020
 Jan. 2021 April 2021 Aug. 2021 Oct. 2021 Jan. 2022

Size

Full w/bleed Full 2/3V 1/3 Sq
 1/2 Island 1/2 H 1/4 V Spread

Other: _____

Special Placement

Inside Front Cover Inside Back Cover Back Cover

Other: _____

E-MAIL AD SUBMISSIONS TO: jean@kalomedia.com

New PDF, arriving by _____

Pick up past ad from _____

COST PER INSERTION (NET)

Cost Per Insertion	\$
Total Amount Due	\$

PAYMENT

PO# _____

Advertiser will be invoiced when ad has been printed. Payment is due within 30 days of invoice date.

AGENCY/CLIENT ACCEPTANCE

This contract represents the entire understanding of the parties and may not be amended except by further written agreement signed by both parties. This contract shall be governed by the laws of the Commonwealth of Virginia. Any dispute between the parties shall be submitted to binding arbitration in Alexandria, Virginia, pursuant to the Commercial Rules of the American Arbitration Association. The parties will bear their own costs. Any award may be submitted to a court of competent jurisdiction for enforcement.

Authorized Signature _____

Date _____

Signature indicates you agree to the TERMS AND CONDITIONS outlined below

TERMS AND CONDITIONS

General Conditions:

All orders are accepted subject to Acts of God, fires, strikes, accidents, or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing *Teaching Music* magazine. The advertiser and its agency (if there is an agency) each represents that it only has the right to authorize the publication in *Teaching Music* magazine of any advertisement it has submitted to *Teaching Music* magazine, but that it is fully authorized and/or licensed to use: 1. The names and/or portraits or pictures of persons, living or dead, or of things; 2. Any trademarks, service marks, copyrighted, proprietary, or otherwise private material, and; 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published

in *Teaching Music* magazine, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce *Teaching Music* magazine to publish such advertisement, the advertiser and its agency (if there is one), each agrees jointly and severally, to indemnify and save harmless NAfME, publisher of *Teaching Music* magazine, and its publishing agents and contractors, against all loss liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of such advertisement. Rates, conditions, and space units are subject to change without notice. No cancellation will be accepted after published closing dates. The Publisher of *Teaching Music* magazine will not be bound by any conditions of whatsoever nature appearing on insertion orders or copy instructions submitted by, or on behalf

of, an advertiser when such conditions conflict with any provision contained in the published rate card or with its policies. Orders specifying positions other than those known as designated positions are accepted only on a request basis and are subject to the right of the Publisher to determine actual positions. The advertiser and its agency (if there is one) agree that in the event the Publisher commits any act, error or omission in the acceptance, publication and/or distribution of their advertisement for which it may be held legally responsible, the Publisher's liability will in no event exceed the cost of the space ordered and further agree that the Publisher will not in any circumstance be liable for consequential damages, including lost income and/or profits.

Agency Commission:

Unless otherwise specified, advertising agencies receive a 15% commission on the gross advertising space cost.

Invoices for display advertising show the gross advertising space cost minus agency commission (15%) and the net amount due the Publisher. Mechanical and production costs are not subject to agency commission. Invoices for mechanical and production costs show the net amount due.

Terms of Payment:

All invoices are due and payable within 30 days of invoice date in United States currency. Rendering an invoice to an authorized advertising agency does not release the advertiser from liability in case of non-payment by the agency. **Please note there will be a processing fee of 3.5% for any payments made via credit card.**

Short Rates & Rebates:

Short rates apply to unfulfilled contracts. Rebates for space run in excess of contracts will be credited as earned.