

Company Name:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Non-profit  
 \_\_\_\_\_ Commercial

1. Indicate (above) if you qualify for a non-profit rate or if you are a commercial rate advertiser.
2. List (on the forms to the right) the number of advertisements desired for each *size and issue* and whether B/W or color is desired.
3. Complete contact info, etc. (on the opposite side of this form) and send to Editor, *Nebraska Music Educator*.

<i>AUGUST</i> "Back to School" Issue	<i>OCTOBER</i> "Conference" Issue	<i>FEBRUARY</i> Issue	<i>APRIL</i> Issue
OBC _____ C__ B/W__	OBC _____ C__ B/W__	OBC _____ C__ B/W__	OBC _____ C__ B/W__
IBC _____ C__ B/W__	IBC _____ C__ B/W__	IBC _____ C__ B/W__	IBC _____ C__ B/W__
IFC _____ C__ B/W__	IFC _____ C__ B/W__	IFC _____ C__ B/W__	IFC _____ C__ B/W__
Full pg _____ C__ B/W__	Full pg _____ C__ B/W__	Full pg _____ C__ B/W__	Full pg _____ C__ B/W__
2/3 pg _____ C__ B/W__	2/3 pg _____ C__ B/W__	2/3 pg _____ C__ B/W__	2/3 pg _____ C__ B/W__
1/2 pg _____ C__ B/W__	1/2 pg _____ C__ B/W__	1/2 pg _____ C__ B/W__	1/2 pg _____ C__ B/W__
1/3 pg _____ C__ B/W__	1/3 pg _____ C__ B/W__	1/3 pg _____ C__ B/W__	1/3 pg _____ C__ B/W__
1/4 pg _____ C__ B/W__	1/4 pg _____ C__ B/W__	1/4 pg _____ C__ B/W__	1/4 pg _____ C__ B/W__
1/6 pg _____ C__ B/W__	1/6 pg _____ C__ B/W__	1/6 pg _____ C__ B/W__	1/6 pg _____ C__ B/W__
1/8 pg _____ C__ B/W__	1/8 pg _____ C__ B/W__	1/8 pg _____ C__ B/W__	1/8 pg _____ C__ B/W__

**COLOR DISCOUNT:**

*\*A discount of 10% is available at either the non-profit or commercial rate with the purchase of four consecutive issues color advertising. Reservations for all four ads must be purchased at the same time. Discounts will be given for each issue when invoices are sent.*

**Four issues per school year** (56-108 pages per issue)  
 August, October, February, April

**Closing date for reserving advertising space**

June 10 for August issue  
 August 10 for October issue  
 December 10 for February issue  
 February 10 for April issue

**Deadline for advertising copy**

July 1 for August issue  
 September 1 for October issue  
 January 1 for February issue  
 March 1 for April issue

**Format**

From 44-108, 8 1/2" X 11" pages of 3 columns  
 14 picas X 9 3/4 inches deep  
 Printed by offset  
 Glossy black and white prints of negatives may be used  
 150-line negative halftones preferred  
**Bleed** – 8 3/4" X 11 1/4"  
**Files Accepted** – .jpg, .tiff, .pdf  
**Four color** – right reading up; emulsion side down

**SEND ALL RESERVATION FOR SPACE,  
 AD COPY AND CHECKS TO:**

**Nebraska Music Educator**  
**Joyce Patch, Editor**  
**539 North 6th Avenue**  
**Broken Bow NE 68822-1313**  
**Toll-free: 888.870.NMEA**  
**Fax: 308.872.2902**  
**E-mail: jpatch@kdsi.net**  
**www.nmeanebraska.org**

AD SIZE	AD DIMENSIONS W X H in inches	NON-PROFIT B/W per single ad/ each issue	NON-PROFIT COLOR* per single ad/ each issue	COMMERCIAL B/W per single ad/ each issue	COMMERCIAL COLOR* per single ad/each issue
Full page	7 3/8 X 9 1/2 Bleed: 8 3/4 X 11 1/4	\$166	\$641	\$208	\$683
2/3 page	7 3/8 X 6 1/8 4 3/4 X 9 1/2	\$123	\$598	\$155	\$630
1/2 page	7 3/8 X 4 3/4 4 3/4 X 7 3/8	\$ 88	\$563	\$110	\$585
1/3 page	2 3/8 X 9 1/2 4 3/4 X 4 7/8	\$ 72	\$547	\$ 90	\$565
1/4 page	7 3/8 X 2 3/8 2 3/8 X 7 3/8	\$ 57	\$532	\$ 72	\$547
1/6 page	2 3/8 X 4 3/4 4 3/4 X 2 3/8	\$ 54	\$529	\$ 66	\$541
1/8 page	2 3/8 X 3 7/8 4 3/4 X 1 7/8 7 3/8 X 1 1/8	\$ 48	\$523	\$ 60	\$535
OBC	7 3/8 X 7	\$240	\$ 715	\$302	\$778
IFC	7 3/8 X 9 1/2	\$212	\$687	\$265	\$740
IBC	7 3/8 X 9 1/2	\$182	\$657	\$225	\$700
Subscription					\$ 15

Company \_\_\_\_\_

Advertising Agency \_\_\_\_\_

Contact Person \_\_\_\_\_ PO or Insertion Order # \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Total Amount of Advertising \_\_\_\_\_ Advertising to be furnished by \_\_\_\_\_

Approved by \_\_\_\_\_ Date \_\_\_\_\_

Nebraska Music Educators Association  
 539 North 6th Avenue  
 Broken Bow NE 68822-1313

NON PROFIT ORG  
 US POSTAGE  
 PAID  
 LINCOLN NE  
 PERMIT NO 1359

# Nebraska Music Educator

## Advertising Reservations and Rates

**2010-2011**  
 school year



The Nebraska Music Educators Association is pleased to offer rates and reservations spaces available for advertising space in our magazine.

The *Nebraska Music Educator* has published four issues per year (August, October, February and April) since 1941. The issues are mailed out on approximately the 10th of the month.

The *Nebraska Music Educator* is mailed to NMEA active members, teacher education institutions, MENC student chapter members, advertisers, libraries, subscribers and is exchanged with similar publications throughout the nation.

Circulation for *Nebraska Music Educator* is 1,650 per issue except for the August “Back to School” issue with 2,375 circulation issue, which goes to ALL Nebraska music educators regardless of their membership in NMEA/MENC.

**ACT NOW - June 10th is the deadline** for the August “Back to School” issue. You will find our rates very reasonable, including a non-profit educational rate and discounts for color advertising in four consecutive issues. For each issue in which you advertise, you’ll receive a tear sheet as well as a *complimentary copy* of that issue of the magazine.