

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** (60-108 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 6<sup>th</sup> 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
<b>Full page</b>	7 3/8 X 9 1/2 Bleed: 8 3/4 X 11 1/4	\$166	\$641	\$208	\$683
<b>2/3 page</b>	7 3/8 X 6 1/8 4 3/4 X 9 1/2	\$123	\$598	\$155	\$630
<b>1/2 page</b>	7 3/8 X 4 3/4 4 3/4 X 7 3/8	\$ 88	\$563	\$110	\$585
<b>1/3 page</b>	2 3/8 X 9 1/2 4 3/4 X 4 7/8	\$ 72	\$547	\$ 90	\$565
<b>1/4 page</b>	7 3/8 X 2 3/8 2 3/8 X 7 3/8	\$ 57	\$532	\$ 72	\$547
<b>1/6 page</b>	2 3/8 X 4 3/4 4 3/4 X 2 3/8	\$ 54	\$529	\$ 66	\$541
<b>1/8 page</b>	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
<b>OBC</b>	7 3/8 X 7	\$240	\$ 715	\$302	\$778
<b>IFC</b>	7 3/8 X 9 1/2	\$212	\$687	\$265	\$740
<b>IBC</b>	7 3/8 X 9 1/2	\$182	\$657	\$225	\$700
<b>Subscription</b>					\$ 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 6<sup>th</sup> Avenue  
Broken Bow NE 68822-1313

NON PROFIT ORG  
US POSTAGE  
PAID  
LINCOLN NE  
PERMIT NO 1359

# Nebraska Music Educator

## Advertising Reservations and Rates

# 2011-2012

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 10<sup>th</sup> of the month.

The *Nebraska Music Educator* is mailed to NMEA active members, teacher education institutions, NAFME 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.

NMEA is celebrating its 75<sup>th</sup> year during 2011 and will culminate activities during the annual NMEA All-State In-service Conference/Clinic November 16-18, 2011. Perhaps you'd like to place a special ad in honor of NMEA's 75<sup>th</sup> anniversary.

**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.