

# OKLAHOMA MUSIC

The Official Journal of the Oklahoma Music Educators Association

## ADVERTISING INFORMATION

School Year 2010-2011

For an investment of 7 cents each, you can reach more than  
2000 music educators with a  
full-page advertisement!!

Oklahoma Music is an official publication of The Oklahoma Music Educators Association, a state affiliate of  
The National Association for Music Education: MENC

**ORDER BLANKS IN PDF FORMAT AT: <http://www.okmea.org>**

**RATE SCHEDULE #20** Effective May 1, 2010 through May 1, 2011

**Circulation:**

Membership of Oklahoma Music Educators Assoc.	1100 teachers
Student Collegiate Members:	350 music education majors
Officers of MENC, administrators, universities	300
Prospective advertisers, friends	<u>250</u>
Total issue	2000

**Editor:**

Charles Chapman  
PO BOX 1070 Wagoner, OK 74477  
Telephone: (918) 485-1943 (24-Hour Voice Mail)  
e-mail: Editor@oklamus.org

**General Information:**

Three issues each school term, early September, late December, April.  
Twenty-four-page minimum, magazine format. Normal size = c. sixty pages  
**Closing dates: July 1, November 1, March 1.**

All copy and advertisement orders should be sent to the Editor at the e-mail address above.

**Ad agencies and design shops should clearly identify their clients in all copy and e-mail messages.**

**Mechanical Specifications:**

Full Page size: 8 1/2 X 11 inches (Allow for borders: Top, Bottom, Outside=.75 inch;  
Inside=1 inch.) (Full page ads and horizontal 1/2 page ads may specify  
other borders to full bleed. Full bleeds should include 1/8 inch cut allowance.) Full page  
with borders=10 inches long by 7 1/2 inches wide

Printed in offset - SOME FULL COLOR IS AVAILABLE.

Best compatible formats: TIFF, JPEG, PDF. Incompatible formats: ZIP files

Minimum resolution: 300 dots per inch

If a B&W ad is submitted in color, be advised that they will be converted to shades of grey.

Some grey shades print with "scan lines."

*Continued on back page*

Size G: (Notice size)  
One column wide by 2 inches

\$25.00

(No charge for simple  
type-setting (on this size  
only)  
Send copy only, no graphics.

Ad sizes **must** conform to  
dimensions illustrated.

Column width: 2 3/8 in.

**2/3 Vertical ad** = 4 7/8  
in. by 10 inches tall. (Two  
columns wide by full page  
long, with normal borders)  
\$100.00

Size F: 1/6 page vertical.  
Half-column only: \$35.00

5 inches long by 2 3/8 inches

Size H: 1/4 Page Vertical Rectangle

\$65.00

3 3/4 inches wide by 5 inches long

Because this size causes the page to be some-  
what asymmetrical, your ad must conform to  
the exact size represented here. If it is larger, it  
will be sized to fit.

#### RATES FOR SIZES NOT PICTURED IN THE BROCHURE

Full Color, full page only (Full bleed OK) ..... \$200.00

A: Full page B&W (Full bleed OK) ..... \$145.00

B: 90% Back Cover (Full color), reservation, first come, first served)  
(Advance Reservation only, when available)..... \$250.00

C: 2/3 Page (Horizontal or 2 vertical columns) ..... \$100.00

D: 1/2 Page (Horizontal **only** - no vertical half-pages) .. \$90.00  
Bleed dimensions: 8.5 inches wide by 5.75 Inches tall  
Allow 1/8 inch on page sides for printer trim.  
Non bleed (optional) .5 inch borders on all sides.

E: 1/3 Page (Horizontal or 1 vertical columns) ..... \$70.00

**Location of all advertisements within the magazine will be determined by the editor during layout, but every effort will be made to place ads where requested. Because of the exigencies of full-color printing, full color ads may appear on the left page.**

**All  
VERTICAL  
ads**

must conform to sizes indicated by shaded areas unless specially negotiated for additional fee.

**HORIZONTAL 1/2 page ads only**  
may bleed through right and left margins, and upper or lower margins

**Full Bleed**

This page is colored yellow in full bleed. Graphic artists should include 1/8 cut space on all sides of full bleed advertisements.

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Size E: 1/3 page (Horizontal)

\$70.00

3 1/2 inches long by 7 1/2 inches wide. (No bleed available)

## **SUBMIT COPY IN ELECTRONIC FORM:**

Send via E-mail in PDF files  
or via US Mail on CDs

We cannot read floppy disks or zip drive cassettes.

## **RATES AND GENERAL CONDITIONS**

ADVERTISING RATES quoted are net, for each inclusion, and apply to magazine-ready digital files.

Minor typesetting corrections by editor: add 25%. Typesetting is free for "Notice" size only. We cannot guarantee the quality of pdf format edits.

All other special preparations as negotiated.

No commissions or cash discounts.

All copy subject to editor's or OMEA Board's approval.

Conversion of ads submitted in color for use as B&W may result in scan lines.

Be certain electronic copy is high resolution.

**NO FAXED COPY.**

Bills rendered following publication. Net due 30 days from invoice date.

**Universities/colleges must submit valid PO with order.**

The editor may identify as advertisement any copy resembling official OMEA or MENC material.

Ads may be discontinued at no charge if written notification arrives **before** deadline date.

On or after deadline date all contracts must be paid whether published or not.

All ads must conform to normal page borders except: full page ad may bleed to fill the page. Horizontal ads in 2/3 or 1/2 page shape may bleed on page border sides. Designers should be aware that horizontal ads generally are more attractive when designed with normal borders.

The back cover (90%) is by special arrangement only, and **full color ads are given precedence** because the front cover is usually in color and the covers are related in printing. Advertisers may reserve this space for \$250.00, but must realize that it will appear in 90% size. All such reservations are subject to change by the editor before printing, in which case the ad will be placed inside the magazine at the regular full-page rate. If there are no advance reservations, the editor will place the ad.

**NOTICE:** All vertical shapes must conform to page borders. Those that exceed these borders will be re-sized by the editor, and will probably lose some reproduction quality.

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