

OKLAHOMA MUSIC

The Official Journal of the Oklahoma Music Educators Association

ADVERTISING INFORMATION

School Year 2011-2012

**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 #21 Effective May 1, 2011 through May 1, 2012

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:

Two hard-copy issues each school term, early September, late December.

One electronic-only issue in the spring.

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 - Limited 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."

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

Fall and Winter: \$25.00
Spring: \$10.00

(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)
Fall and Winter \$110.00
Spring: \$15.00

Size F: 1/6 page vertical.
Half-column only:
Fall and Winter: \$40.00
Spring: \$15.00

5 inches long by 2 3/8 inches

Size H: 1/4 Page Vertical Rectangle

Fall and Winter: \$70.00
Spring: \$20.00

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)

Fall and Winter \$225.00
Spring..... \$40.00

A: Full page B&W (Full bleed OK)

Fall and Winter \$150.00
Spring..... \$40.00

B: 2/3 Page (Horizontal or 2 vertical columns)

Fall and Winter \$110.00
Spring..... \$25.00

C: 1/2 Page (Horizontal **only** - no vertical half-pages)

Fall and Winter \$100.00
Spring..... \$20.00

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.

D: 1/3 Page (Horizontal or 1 vertical columns)

Fall and Winter \$75.00
Spring..... \$15.00

**All
VERTICAL
ads**

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

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.

The spring, 2012, issue will be all-electronic, and we will post it prominently on our OkMEA web site. It will remain in magazine format, and available for pdf download. Advertising will be placed according to the same guidelines as fall and winter, except there will be no limit on color pages.

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

Full Bleed

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

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<http://www.okmea.org>

Size D: 1/3 page (Horizontal)
(AREA IN DARKER YELLOW)

Fall and Winter	\$75.00
Spring	\$15.00

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 , to arrive by deadline.

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. Note that rates for the electronic-only spring issue are discounted.

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 \$225.00, but must realize that it may appear in 90% size, unless it is designed to allow magazine mailing information at the top. 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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