

## **MICHIGAN MUSIC EDUCATOR**

- + The Michigan Music Educators Association (MMEA) is an organization through which music educators at all levels and in all fields develop professionally and communicate with each other. The association works closely with other agencies and organizations involved in education. MMEA members engage in music teaching or related activities at all institutional levels from pre-school through higher education. Collegiate chapters are located on most college and university campuses.
- + MMEA is the state federated unit of the Music Educators National Conference (MENC)
- + Through its professional conferences, publications, and cooperative work with other organizations, MMEA provides leadership, advocacy, inspiration, and guidance and enables communication for school, college, and university music educators in Michigan.
- + Our publication, Michigan Music Educator, has a magazine format, and is published 3 times yearly

## **PUBLICATIONS PERSONNEL**

### **Advertising Coordinator**

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### **Editor**

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**Michigan Music Educator 11878 Parklane Mt. Morris, MI 48458**

## **CIRCULATION INFORMATION**

700 professional members

425 college student members

Additional circulation goes to libraries, school administrators, university students, college professors, officers of state music associations throughout the nation and to all advertisers. .

## **CONTRACT AND COPY REGULATIONS**

Contracts may be issued for single or multiple issues and may be canceled on 30 days written notice prior to a publication deadline by the advertiser or publisher. Artwork will be held for one year, unless other instructions are given by an advertiser in advance.

Preferred positions may be requested at no additional charge and will be granted where format permits.

Advertisers and advertising agencies assume liability for all content including text, representation and illustrations of advertisements printed in the Michigan Music Educator. The publisher reserves the right to decline any advertisement it feels is not in keeping with the publication's goals and standards. The publisher also reserves the right to place the word "advertisement" with copy that resembles editorial matter. A previous advertisement will be repeated according to contract when the Advertising Coordinator does not receive new copy.

## **MECHANICAL REQUIREMENTS**

+ Electronic file ads may be sent on 3.5" floppy disk, CD or by e-mail. Use PageMaker for an IBM compatible computer. You can write a PDF file (do not password protect it).

### **E-mail ads to:**

OHagi1ib@cmich.edu

### **Fax a copy of the ad to:**

(810) 687-1851, attn.: Joyce Nutzman.

## **GENERAL ADVERTISING RATES**

Desktop publishing allows latitude in sizing ads. The one quarter page rate was set using the figure of 15 cents per focused reader in our membership.

### **Black and White Rates:**

Full page..... \$330  
One half page.....\$208  
One quarter page.....\$150  
One sixth page.....\$115  
One eighth page.....\$ 84  
Back cover.....\$360  
Inside front or back cover.....\$340

- + Advertisement copy not received by the posted deadline will be placed in the next advertised issue.
- + A discount of 10 percent will be given on an advertisement contract for three issues during the same publication year (September to June). All discounts will be reflected in the billing of the last contracted issue during the publication year.
- + There are no commissions or cash discounts available.
- + The Michigan Music Educator is published three times a year.

<b>Issue</b>	<b>Copy due</b>	<b>Publication date</b>
Fall	July 1	August 31
Winter	November 1	December 31 (Pre-conference issue)
Spring	March 1	April 30

## **PRINTING SPECIFICATIONS**

Trim Size: 8 1/2" X 11" Printed Page Size: 7"x 9" Three columns per page  
100-120 line screen recommended.