A Federated State Association of

CMEA NEWS

Journal of the Connecticut Music Educators Association

Editor: Carolyn Bennett cmea.editor@gmail.com

Billing: Barbara Skrebutenas, Executive Director cmea@snet.net
CMEA PO Box 174 Cromwell, CT 06416-0174
Phone: (860)632-1847 Fax: (860)632-1853

General Information

The CMEA NEWS is the official journal of the Connecticut Music Educators Association. Published quarterly, the NEWS is distributed to the over 1300 members of CMEA, business supporters, and national leaders of NAfME, the National Association for Music Education.

In addition to the quarterly journal, CMEA publishes annual conference and All-State concert program books which are distributed at the CMEA All-State Festival and in-Service Conference each spring.

CMEA NEWS All four issues are available online at www.cmea.org . The Fall and Spring issues are printed and mailed directly to all CMEA/NAfME members and leaders, including collegiate members and business supporters. The Winter and Summer issues are directly emailed to all CMEA/NAfME members and leaders in PDF format.

The In-Service Conference Program is distributed to attendees, advertisers, and exhibitors at the annual conference in April. (CT Convention Center, Hartford)

The All-State Concert Program is distributed at the annual All-State Concert in April (CT Convention Center Ballroom, Hartford) to parents, music teachers, guest conductors, high school student participants, business supporters and sponsors.

Mechanical Specifications

Page size is 8.5" x 11" trimmed; two or three columns per page. Type page size is 7" x 9.5" length, and 2.25" column width (14 picas). Saddle stitched. Bleeds ads NOT accepted. Color and black and white photos accepted but will print in grayscale unless paying for color. Ads should be supplied as PDF files. Artwork may be emailed to the Editor.

Closing Dates

Fall Issue - September 9, 2016
Winter Issue – November 4, 2016
Spring Issue - January 27, 2017
Conference and All State Programs – March 1, 2017
Summer Issue - April 29, 2017

Advertising Rates & Insertion Orders

Please see rate sheet and submit insertion order via email to reserve ad space to cmea.editor@gmail.com
Discounts are available to frequent advertisers.

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2016-2017 Advertising Rates & Specifications

Ad Placement	Ad Size	Rate
Outside Back Cover *(full color only)	7 x 9 ½	$520.00
Inside Front Cover * (full color only)	7 x 9 ½	$465.00
Inside Back Cover * (full color only)	7 x 9 ½	$415.00
Full Page (bw)	7 x 9 ½	$285.00
2/3 Page Vertical (bw)	4 ½ x 9 ½	$260.00
2/3 Page Horizontal (bw)	7 x 6 ¼	$260.00
½ page Horizontal only (bw)	7 x 4 ¾	$235.00
1/3 page Vertical (bw)	2 3/8 x 9 ½	$180.00
1/3 page Horizontal (bw)	7 x 3	$180.00
¼ page Vertical (bw)	3 ½ x 4 ¾	$155.00
¼ page Horizontal (bw)	7 x 2 ¼	$155.00
Calendar of Events (see note)	n/a	$50.00

Frequent Advertiser Discount

15% for placements in all 4 NEWS issues**

10% for placements in 3 NEWS issues **

Discount does not apply to the Conference or All State Programs

* Based on availability. Please list second option in case cover is already reserved.

** Total discount will be applied onto the final issue's invoice
(Ex: ¼ pg ad for 4 issues: Invoices 1, 2+3 billed at full = $155 each. Invoice #4 minus % per 4 issues =$31)

Other Advertising Opportunities

Informative articles featuring your organization are welcomed for publication in tandem with the purchase of a full-page ad. Contact CMEA News Editor at cmea.editor@gmail.com for article specifications.

Events may be published in the NEWS Calendar of Events for $50. Listing includes location, date, and time of event in a uniform calendar format.

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For Advertising Space Reservations:

Please fill out the **Ad Insertion Order** and submit via email to cmea.editor@gmail.com
Or mail to CMEA NEWS PO Box 174 Cromwell, CT 06416-0174.

CMEA NEWS AD INSERTION ORDER

Please consult the Advertising Information Sheet for rates, deadlines and mechanical requirements.

Ad Space Reservations and Artwork to:
Carolyn Bennett, CMEA NEWS Editor
cmea.editor@gmail.com

Billing is handled by the CMEA business office:
Barbara Skrebutenas, Executive Director
CMEA NEWS PO Box 174 Cromwell, CT 06416
(860) 632-1847 phone (860) 632-1853 fax
cmea@snet.net

Company/Advertiser:		
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Issue	Check Issue	Ad Size and Type	Price
Fall Issue pub. October 2016			
Winter Issue pub. January 2017			
Spring Issue pub. March 2017			
Summer Issue pub. June 2017			
2017 All State Concert Program			
2017 Conference Program Book			

If you require different ads for each issue all, please indicate which issue each advertisement should appear.

Special discount given for frequent advertisers!! See rate chart for details.