



A Federated State Association of



# CMEA NEWS

Journal of the Connecticut Music Educators Association

Insertion Orders: Nick Loafman, CMEA NEWS Editor: [cmea.editor@gmail.com](mailto:cmea.editor@gmail.com)

Billing: Barbara Skrebutenas, Executive Director [cmea@snet.net](mailto: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](http://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)** **\*\*Please note:** CMEA will not hold our annual state conference this year due to our hosting the NAFME Eastern Division Conference and All Eastern Ensembles in April. Advertising information for these NAFME programs will be available and mailed out in a separate flyer in later summer of 2020.

**The All-State Concert Program** is distributed at the annual All-State Concert (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 at [cmea.editor@gmail.com](mailto:cmea.editor@gmail.com).

## Closing Dates

Fall Issue - August 15, 2020
Winter Issue - November 1, 2020
Spring Issue - February 1, 2021
All-State Concert Program- Feb 15, 2021
Summer Issue - May 1, 2021

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## Advertising Rates & Insertion Orders

Please see rate sheet and submit insertion order via email to reserve ad space to [cmea.editor@gmail.com](mailto:cmea.editor@gmail.com)

Discounts are available to frequent advertisers.



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## 2020-2021 Advertising Rates & Specifications

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1/3 page Vertical (bw)	2 3/8 x 9 ½	\$185.00
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¼ page Vertical (bw)	3 ½ x 4 ¾	\$160.00
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Discount does not apply to the All State Program.

\* 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 Nick Loafman, NEWS Editor at [cmea.editor@gmail.com](mailto:cmea.editor@gmail.com) for article specifications.

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

### Ad Space Reservations and Artwork to:

Nick Loafman

CMEA NEWS Editor

[cmea.editor@gmail.com](mailto:cmea.editor@gmail.com)

### Billing is handled by the CMEA business office:

Barbara Skrebutenas, Executive Director

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(860) 632-1847 phone (860) 632-1853 fax

[cmea@snet.net](mailto:cmea@snet.net)

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Issue	Check Issue	Ad Size and Type	Price
Fall Issue pub. September 2020			
Winter Issue pub. December 2020			
Spring Issue pub. March 2021			
Summer Issue pub. June 2021			
All State Concert Program March 2021			

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