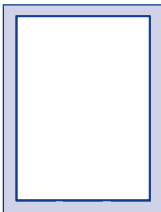


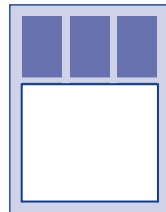


ILLINOIS MUSIC EDUCATOR RATE CARD

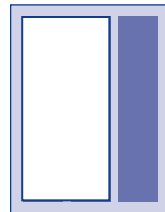
A Publication of the Illinois Music Educators Association



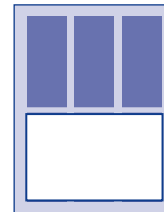
Full Page



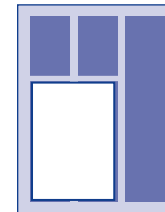
2/3 Horizontal



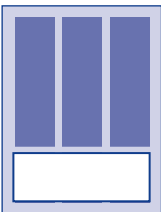
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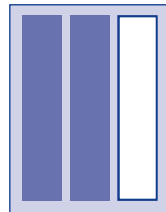
1/2 Horizontal



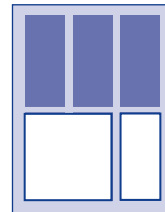
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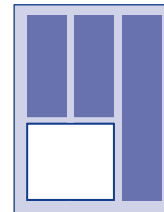
1/3 Horizontal



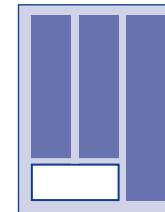
1/3 Vertical



1/3 Square &
1/6 Vertical



1/4 Square



1/6 Horizontal

ADVERTISING RATES

(Effective: July 1, 2011)

Size/Placement	Dimensions	Single Issue Rate	Three Issue Rate
Full Page Back Cover	7 X 10 inches (bleed—8 5/8 X 11 1/4)	\$395	\$355
Full Page Inside Cover	7 X 10 inches (bleed—8 5/8 X 11 1/4)	\$365	\$330
Full Page	7 X 10 inches (bleed—8 5/8 X 11 1/4)	\$340	\$310
2/3 Page	4 1/2 X 10 inches	\$275	\$250
Half Page	7 X 5 or 4 1/2 X 7 1/2 inches	\$225	\$205
1/3 Page	2 1/4 X 10 or 4 1/2 X 5 inches	\$180	\$165
1/4 Page	2 1/4 X 7 1/2 or 4 1/2 X 3 3/4 inches	\$155	\$140
1/6 Page	2 1/4 X 5 or 4 1/2 X 2 1/2 inches	\$115	\$105
Full Page	2 Color	\$550	\$495
Full Page	4 Color	\$795	\$715
2/3 Page	4 Color	\$630	\$565
1/2 Page	4 Color	\$525	\$470
1/3 Page	4 Color	\$415	\$375
1/4 Page	4 Color	\$325	\$295
1/6 Page	4 Color	\$215	\$195

NEW ADVERTISING OPPORTUNITY

for *Illinois Music Educator* Advertisers
and Illinois State Music Education Conference Exhibitors only

For the first time, the Illinois Music Educators Association is offering ad space in our 2012 Illinois State Music Education Conference (formerly the IMEA All-State Conference) program. This presents an opportunity for universities to welcome alumni or businesses to attract attendees with a more visible presence at the conference. **The deadline for submission is November 15, 2011.**

Special rates apply to these ads. With your three issue rate advertising in the *Illinois Music Educator*, Conference ads are discounted. All single issue rates or 'conference program only' rates are as listed. Ads are offered in black & white or 4 color only.

Please contact IMEA Publications Editor, Bill Froom, with any questions: imeapublications@gmail.com or 309.224.4628.

ILLINOIS STATE MUSIC EDUCATION CONFERENCE PROGRAM ADVERTISING RATES

(Submission Deadline November 15, 2011)

Size	Dimensions	Single Issue Rate	Three Issue Rate
Full Page Black and White	7.5 X 10.5 inches	\$375	\$295
Half Page Black and White	7.5 X 5 inches	\$250	\$195
Quarter Page Black and White	3.5 X 5 inches	\$175	\$130
Full Page 4 Color	7.5 X 10.5 inches	\$835	\$680
Half Page 4 Color	7.5 X 5 inches	\$550	\$450
Quarter Page 4 Color	3.5 X 5 inches	\$360	\$280

THE ILLINOIS MUSIC EDUCATOR

As you plan your advertising budget for the coming year, we hope that you will remember and consider the *Illinois Music Educator*, official publication of the Illinois Music Educators Association. The IME is published three times annually; Fall, Winter and Spring.

The *Illinois Music Educator* is sent to approximately 4000 IMEA members, student members, administrators, libraries and National and State MENC officers across the country.

Content is directed to all instructional areas in music education; including band, orchestra, chorus, jazz and general music. The range in readership is from the elementary through secondary and university levels.

News of **YOUR** product or service reaches a select and unique audience—**YOUR** advertising target! For only pennies per contact, you can effectively convey your message in an attention-getting full page advertisement. Smaller size ad space is also available. We also offer two and four color ads at a competitive price.

The membership of the Illinois Music Educators Association continues to grow. IMEA is offering more opportunities in the area of professional development, mentoring, as well as teacher recruitment and retention in addition to other membership services. We anticipate a wider spectrum of membership and readership in the *Illinois Music Educator*.

DEADLINES

The Illinois Music Educator is published three times a year; October, December and May. Digital copy and/or insertion orders are due:

Fall Issue August 15
Winter Issue October 15
Spring Issue March 15

MECHANICAL SPECIFICATIONS

Each issue varies from 82 to 132 pages. The Winter (Conference) issue being the largest.

The trimmed size is 8 ½ X 11 inches
Type page size: 7 X 10 inches—3 columns
Column width: 2 ¼ inches
Line screen is 150 for black and white or color ads

We encourage sending ad copy via e-mail. Acceptable file formats include: pdf (preferred), eps, tiff, jpeg and InDesign 3.0 with 300 dpi or better. Color space should be converted to CMYK. All graphics and font files must be included.

Invoices will be issued following publication. All prices are net, payable in 30 days at the IMEA State Office. No discount, no commission. Design and layout billed at cost, plus black and white rate. Odd-sized copy will be adjusted to nearest standard size.

For placement of advertising, assistance and/or questions, please contact:
Bill Froom, Publications Editor • 275 Hillcrest Drive • Macomb, IL 61455-7719
Phone: 309.224.4628 • E-mail: IMEAPublications@gmail.com