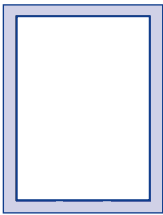


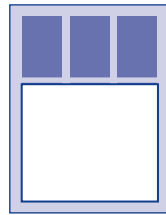


# ILLINOIS MUSIC EDUCATOR RATE CARD

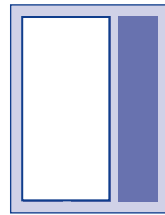
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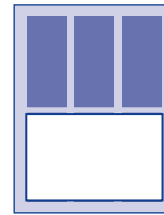
Full Page



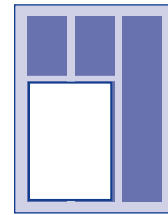
2/3 Horizontal



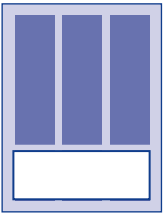
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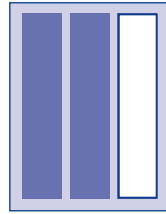
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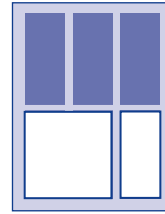
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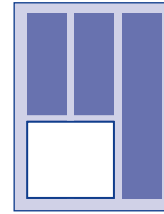
1/3 Horizontal



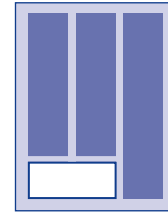
1/3 Vertical



1/3 Square &  
1/6 Vertical



1/4 Square



1/6 Horizontal

## ADVERTISING RATES

(Effective: July 1, 2008)

| 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            |
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| Half Page              | 7 X 5 or 4 1/2 X 7 1/2 inches         | \$225             | \$205            |
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| 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            |
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| Full Page              | 4 Color                               | \$795             | \$715            |
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| 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            |

## 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 as follows:

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 1/2 X 11 inches  
Type page size: 7 X 10 inches—3 columns  
Column width: 2 1/4 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 2.0 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.

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