



UTAH MUSIC EDUCATORS JOURNAL

ADVERTISING RATES AND SPECS

2015-2016 Advertising Schedule

Issue Deadline
 Fall..... July 31, 2015
Distribution: Sept. 2015
 Winter..... October 31, 2015
Distribution: Jan. 2016
 Spring..... February 28, 2016
Distribution: April 2016
 Conference Program January 2, 2016
For UMEA conference on Feb. 5 & 6, 2016

Three issues each
 school year: Sept., Jan., Apr.
\$20 discount for each successive ad
Reserve space in our 2016
conference program now

2015-2016 Advertising Rates

	1st ad *	2nd ad	3rd ad	Conf. ad	Dimensions
Outside back cover (full color)	\$360	\$340	\$320	\$320	8.5" x 9.5" (allow .5" margin)
Inside front or back cover and center staple (full color)	\$350	\$330	\$310	\$310	8.5" x 11" (allow .5" margin)
Full-page (b/w) (full color)	\$200 \$320	\$180 \$300	\$160 \$280	\$160 \$280	8.5" x 11" (allow .5" margin)
1/2-page (b/w) (full color)	\$165 \$275	\$145 \$255	\$125 \$235	\$125 \$235	5.5" x 4.25" (hz) allow (.5" margin)
1/3-page (b/w) color not available	\$145	\$125	\$105	\$105	2.5" x 11" (vertical)
1/4 page (b/w) color not available	\$130	\$110	\$90	\$90	4.25" x 5.25" (vertical)

* prices based on advertising year July 2015 through June 2016

Specifications

CMYK format needed for color ads. High resolution PDFs. Actual page size: 8.5" X 11". Allow additional 1/8" around art on all sides for full-bleed to make sheet size 8 and 5/8" X 11 and 1/8".

Circulation

Aprox. 1000
Includes: Elementary, Secondary and Higher Ed. members; national and state MENC leaders; collegiate members; other subscribers

To reserve ad space, send contract, insertion orders and art to:

Robert Coleman, editor
 rcoleman50@comcast.net
 mailing address:
 5084 South 150 East
 Ogden, UT 84405
 (801) 479-5736

When invoiced, send payments to:

Mecqae Colligan business manager
 5531 Caliente Dr.
 South Jordan, UT 84081

mcolligan7@yahoo.com
 801-560-5164 (home)
 801-412-2900 (work)

ORDER FORM:

Organization/Business name:
Representative's name/title:
Mailing address:
Phone #:
E-mail:
Comments:

Order information:

Instructions: circle the ad size for each issue/publication you wish to order

Fall 2015	Winter 2016	Spring 2016	Conference Program
outside back cover*	outsideback cover*	outsideback cover*	outsideback cover*
inside front/back cover or @ center staple*	inside front/back cover or @ center staple*	inside front/back cover or @ center staple*	inside front/back cover or @ center staple*
full page	full page	full page	full page
1/2 page	1/2 page	1/2 page	1/2 page
1/3 page**	1/3 page**	1/3 page**	1/3 page**
1/4 page**	1/4 page**	1/4 page**	1/4 page**

* check with editor for availability

** not available in full color

Circle below, color or black and white:

Fall 2015	Winter 2016	Spring 2016	Conference Program
color black & white	color black & white	color black & white	color black & white

Comments:

Print or Scan and send to:
Robert Coleman, editor
5084 S. 150 E.
Ogden, UT 84405

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801-479-5736