



# UTAH MUSIC EDUCATORS JOURNAL

## ADVERTISING RATES AND SPECS

### 2017-2018 Advertising Schedule

<u>Issue</u>	<u>Deadline</u>
Fall.....	July 31, 2017
<b>Distribution: Sept. 2017</b>	
Winter.....	October 31, 2017
<b>Distribution: Jan. 2018</b>	
Spring.....	February 28, 2018
<b>Distribution: April 2018</b>	
Conference Program	January 2, 2018
<b>For UMEA conference on Feb. 2 &amp; 3, 2018</b>	

**Three issues each  
 school year: Sept., Jan., Apr.**  
**\$20 discount for each successive ad**  
**Reserve space in our 2018  
 conference program now**

### 2017-2018 Advertising Rates

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

\* prices based on advertising year July 2017 through June 2018

#### 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) 814-4854

#### 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:
Billing address:
Phone #:
E-mail:
Comments:

## Order information:

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

Fall 2017	Winter 2018	Spring 2018	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 2017	Winter 2018	Spring 2018	Conference Program
color    black & white	color    black & white	color    black & white	color    black & white

Ad placement for the conference program is on a first come-first-served basis.

Ad placement in the UMEA Journal may be retained from year to year, if the advertiser advertises in all three issues of the advertising year.

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

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