



**MASSACHUSETTS**  
**MUSIC EDUCATORS JOURNAL**  
 Quarterly Publication of the  
 Massachusetts Music Educators Association

## 2016-2017 Advertising Rates & Specifications

Ad Placement	Ad Size	Non-Profit Rate	University/ College Rate	Corporate Rate	Color Rate
Back Cover	7 ½ " W x 10" H	\$375	\$400	\$450	(sold in color)
Inside Covers	7 ½ " W x 10" H	\$350	\$385	\$400	(sold in color)
Full Page	7 ½ " W x 10" H	\$230	\$275	\$325	\$385
Half Page Vertical	4 ½ " W x 7" H	\$195	\$250	\$275	\$350
Half Page Horizontal	7 ½ " W x 5" H	\$195	\$250	\$275	\$350
1/3 Page	2 ½ " W x 10" H	\$170	\$175	\$225	N/A
1/4 Page	4 ½ " W x 4 ½" H	\$145	\$150	\$195	N/A
<b>Discounts for frequent advertisers:</b> 20% for placements in all 4 primary issues 10% for placements in 3 primary issues 5% for placements in 2 primary issues			<b>Primary Issues:</b> Fall, Winter, Spring, Summer (published online-only) *No discounts for Conference or Concert Issues		

Please submit advertising reservations online at : <http://massmea.org/advertising>

Use the **Ad Reservation Form** link for Volume 65 : 2016-2017

### Closing Dates

Fall Issue - July 15	Spring Issue/Concert Program/Conference Programs – January 7
Winter Issue – October 15	Summer Issue (published exclusively online) – April 15

Email ad materials to [massmusicnews@gmail.com](mailto:massmusicnews@gmail.com)