



MASSACHUSETTS
MUSIC EDUCATORS JOURNAL
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 Massachusetts Music Educators Association

2017-2018 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	\$390	\$415	\$470	(sold in color)
Inside Covers	7 ½ " W x 10" H	\$365	\$400	\$420	(sold in color)
Full Page	7 ½ " W x 10" H	\$240	\$285	\$340	\$400
Half Page Vertical	4 ½ " W x 7" H	\$205	\$260	\$285	\$365
Half Page Horizontal	7 ½ " W x 5" H	\$205	\$260	\$285	\$365
1/3 Page	2 ½ " W x 10" H	\$175	\$185	\$235	N/A
1/4 Page	4 ½ " W x 4 ½" H	\$150	\$160	\$205	N/A
Discounts for frequent advertisers: 20% for placements in all 4 primary issues 10% for placements in 3 primary issues 5% for placements in 2 primary issues			Primary Issues: Fall, Winter, Spring, Summer (published online-only) *No discounts for Conference/Concert Program Issues		

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

Use the **Ad Reservation Form** link for Volume 66 : 2017-2018

Closing Dates

Fall Issue - July 30	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