



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

## 2018-2019 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
<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/Concert Program Issues		

Please submit advertising reservations online at : <http://massmea.org/advertising>  
 Use the **Ad Reservation Form** link for Volume 67 : 2018-2019

### 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](mailto:massmusicnews@gmail.com)