July 2019

Dear Advertising Manager:

We invite you to advertise in the Iowa Music Educator, the official publication of the Iowa Music Educators Association. This professionally printed magazine is directed towards Iowa music teachers (general music, choral, band, orchestra), college/university libraries, and future music educators. This market is interested in your products, services, workshops, and collegiate opportunities.

The Iowa Music Educator is published in print two times a year (September & April) and available online (unlimited access) at www.iamea.org with your ad text and/or graphic hyperlinked. The September issue includes the IMEA Professional Development Conference program/schedule listing all the details of the conference. The conference is attended by over 500 educators, clinicians, and exhibitors and is held in conjunction with the annual Iowa All-State Music Festival, November 21-23, 2019 in Ames.

View the Advertising Rate Sheet for information on rates for single or two issues, 15% discount for both issues, deadlines, specs and contact info. We offer 4-color printing (CMYK) and Black/White (grayscale) on gloss stock paper.

**FREE CONFERENCE MOBILE APP ADVERTISING** Advertisers in the Fall/Winter magazine will receive COMPLIMENTARY links(URL) to their business profile/logo/contacts in our conference mobile app program/schedule. The FREE app will be available to all attendees and anyone who downloads the app on October 1.

The deadlines for print Ad Copy are August 1 and March 1. The conference mobile app Logo, URL, and text links are due September 1.

If interested in advertising, please complete the contract on the Advertising Rate Sheet and return to IOWAimeaadvertising@gmail.com. Cover placement (inside and out) will be determined by the date the contract and the ad copy are received.

We look forward to hearing from you and helping you meet your advertising needs promoting all your business has to offer the music educators of Iowa, present and future.

Rich Nicklay, IMEA Advertising Chair
IOWAimeaadvertising@gmail.com
2019 – 2020 ADVERTISING RATES

The Iowa Music Educator is published in print and available online* (unlimited access) at www.iamea.org.

<table>
<thead>
<tr>
<th>Single Issue Magazine: Fall/Winter 2019 or Spring/Summer 2020</th>
<th>BOTH PUBLICATIONS (15% disc) Fall/Winter 2019 and Spring/Summer 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B/W</strong></td>
<td><strong>4-Color</strong></td>
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<tr>
<td>Full Page</td>
<td>$247</td>
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<tr>
<td>Half Page</td>
<td>$165</td>
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<tr>
<td>Quarter Page</td>
<td>$105</td>
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<tr>
<td>+ INSIDE Front OR Back Cover BOTH issues</td>
<td>$650** Color Only</td>
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<tr>
<td>+ OUTSIDE Back Cover BOTH issues</td>
<td>$745** Color Only</td>
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Fall/Winter rates include COMPLIMENTARY Link(URL) in November Conference Mobile App

There will be no printed program distributed at the November conference. The program will be available on a mobile app. The app will include each advertiser names with your business/school logo linked to your URL. The Fall/Winter 2019 magazine print ad will not be a part of the mobile app.

+Front and back cover placement will be determined by the date the contract and the ad copy are received.

**Circulation**
- Music Educators 400
- Music Education Students 200
- Libraries, Advertisers, etc. 75
- Online Unlimited

**Sizes**
- FULL: Trim-8.5” x11”, Bleed-8.75x11.25”, Live-8.25”x10.75”
- HALF: Trim-8.5”x5.5”, Bleed-8.75”x5.75”, Live-8.35”x5.25”
- QUARTER: Trim-4.25”x5.5”, Bleed-4.5”x5.75”, Live-4”x5.25”

**Publication Timelines**
- Ad confirmation and copy
  - Fall/Winter 2019
  - Submission deadline August 1, 2019 (Published September 15)
  - This issue includes the Conference Program outlining all the details for the annual Iowa Music Educators Association Professional Development Conference.
  - CONFERENCE MOBILE APP
  - Logo and URL due September 1, 2019
  - The app will be available to over 500 attendees, clinicians, and exhibitors. The conference app will also be searchable for anyone outside of the conference who has the Guidebook app.

- Spring/Summer 2020
- Submission deadline March 1, 2020 (Published April 15)

**ADVERTISING CONTRACT**

**IOWA MUSIC EDUCATOR 2019-2020**

- Email completed/signed contract to IOWAimeaadvertising@gmail.com (Rich Nicklay)
- Email Ad Copy to IOWAimeaadvertising@gmail.com
- Color ads must be submitted in CMYK and black/white ads in grayscale. Crop marks can be included, however, not necessary. Please proof the ad for content and size.
- Iowa Music Educator reserves the right to edit all advertisements so that they conform to size requirements.
- Click here for payment options. You will receive a complimentary issue of the publication.

**ORGANIZATION/COMPANY:**

**CONTACT PERSON (PRINT):**

**ADDRESS:** ____________________________________________________________

CITY __________________________ STATE ______ ZIP: ______

**EMAIL:** _____________________________________________________________

PHONE: __________________________

**Do you have a hyperlinked text and/or graphic URL embedded in the printed ad?**

[ ] Yes [ ] No

**ISSUE(S) REQUESTED**

[ ] Fall/Winter 2019

[ ] Spring/Summer 2020

**AD LOCATION**

[ ] Inside Front or Back Cover

[ ] Outside Back Cover

[ ] Within Publication

**AD SIZE**

[ ] Full Page

[ ] Half Page

[ ] Quarter Page (B/W only)

[ ] Black/White

[ ] 4-Color

**SIGNATURE:** __________________________

**DATE:** __________________________

*Updated: July 2019*