

CMEA

Magazine

The News Magazine of the California Music Educators Association



Rate Card July 1, 2019

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Billing and Contracts

Bill issued following publication. Terms, net 30 days. Four-issue contracts subject to 10% reduction in price with discount given on fourth billing.

Commission and Discount

In accordance with the recommendation of the National Council of State Editors, no commission or cash discount.

General

News releases from the music Industry considered on basis of news value to the music education profession and space availability. Magazine varies in length: generally 32 to 48 pages.

Dates

Published four times during the academic year.

Issuance

Fall Issue
Conference Issue
Spring Issue
Summer Issue

Space Reservation Deadline

August 16, 2019
December 6, 2019
April 3, 2020
May 29, 2020

Art Deadline

August 23, 2019
December 13, 2019
April 10, 2020
June 5, 2020

Advertising Rates

Full page vertical	7.5 x 10	\$329
2/3 page vertical	5 x 10	244
2/3 page horizontal	7.5 x 6.33	244
1/2 page horizontal	7.5 x 5	209
1/3 page vertical	2.25 x 10	189
1/3 page horizontal	5 x 4.75	189
1/4 page vertical	2.25 x 7.5	149
1/4 page horizontal	7.5 x 2.25	149
1/6 page vertical	2.25 x 4.875	115
2 inches vertical	2.25 x 2	65
Outside Back Cover in Four-color		875
Inside Front or Inside Back Cover in Four-color		805
Full Page in Four-color		675
Half Page in Four-color		325

Mechanical Specifications

Page Size (trimmed): 8.5 x 11 inches.
Three columns per page.
Live area page size: Width 7.5 inches (45 picas).
Length: 10 inches (60 picas).
Column width: 2.25 inches (14 picas).
Halftones: 150 line screen preferred.
Offset lithography. Saddle-stitch binding. Full bleed.
PDF is the most common file format.

Circulation

Approximately 2,500, mailed as a periodical.
Subscription to members included in annual dues.
Non-member subscription price: \$12 per year; \$3 per copy.

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