



Thomas A. Mosher, editor  
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***All billing inquiries should be sent to Deborah Sfraga, 31 Thistledown Street, Tinton Falls, NJ 07753  
or [debnjmea@aol.com](mailto:debnjmea@aol.com)***

Dear Friend of Music Education:

*TEMPO* Magazine, The Official Magazine of the New Jersey Music Educators Association, has the fifth largest (3800 per issue) circulation of all the state music magazines and is still growing. Thank you for your continued support of Music Education by advertising in *TEMPO*. Music Education is alive and well in New Jersey with our statewide membership higher than ever before. As our music educators prepare for yet another year of music education in New Jersey, I am certain that you will want to include *TEMPO* Magazine as part of your 2010-2011 advertising campaign. All ad prices have been held at the same level for the past three years and have not been increased because of the economic hardships everyone has been experiencing.

Please examine the enclosed rate card and advertising contract and note the low prices for adding color to advertisements contained inside the magazine. These prices are less than the cost *TEMPO* Magazine incurs to publish in color passing on a saving to our advertisers. We do this to make color affordable to our advertisers and to provide a more modern look to the magazine.

The New Jersey Music Educators Conference, which attracts up to 1500 members annually, is one of the top four conventions in the country. You may wish to consider also advertising in our Conference booklet.

1. October Issue: Back to school; November NJEA Convention, and All-State Orchestra/Chorus/Jazz. NJ schools produce their budgets for the following year at this time.
2. January Issue: February NJMEA Conference Issue; All-State Bands & Women's Chorus.
- 2a. February Convention Booklet: Available as separate advertising, 4.5 x 7 inch full page ad.
3. March Issue: Special Events Information; ie. Technology, Special Education, etc.
4. May Issue: Calendar, Election Issue (odd years), Solo Lists and School Closing Information.

NJMEA also publishes a complete electronic version of the magazine, including all ads, and places it on the [njmea.org](http://njmea.org) website. Each magazine is available to everyone for one year after it is published.

We encourage you to continue your involvement in Music Education here in New Jersey by sharing your programs, workshops, services, and activities with our membership by advertising in *TEMPO* Magazine.

I am looking forward to hearing from you soon. Ads for October are due by August 1st. Please return your contract to enable me keep track of ads for the year.

Regards,

Thomas A. Mosher  
Editor

**NEW JERSEY MUSIC EDUCATORS ASSOCIATION**

*A state unit of MENC: The National Association for Music Education and an affiliate of the New Jersey Education Association*



• ADVERTISING CONTRACT •  
October 2010 - May 2011

\* Advertisers may also wish to advertise in the Convention Booklet. Ad placement will be determined by the editor. Contracts must be received by August 1, 2010.



	Full Page (7.5 x 10)	2/3 Page (7.125 x 6.66) or (4.625 x 10)	1/2 Page Vertical (4.625 x 7.5)	1/2 Page Horizontal (7.5 x 5)	1/3 Page (2/5 x 10), (4.625 x 5), or (7.125 x 3.33)	1/6 Page (2.25 x 5) or 4.625 x 2.5	1/12 Page (2.25 x 2.25)	*Convention Booklet - 1/2 Page 4 1/2" x 3 3/4" (Feb. 17-19)	*Convention Booklet - Full Page 4 1/2" x 7" (Feb. 17-19)
	\$350	\$290	\$235	\$235	\$175	\$120	\$90	\$175	\$275
October Issue (closing 8/1)									
January Issue (closing 11/1)									
March Issue (closing 1/15)									
May Issue (closing 3/15)									
Convention Booklet (closing 1/10)									

*Additional Color on all Full and Half Page Ads: 2 color, add \$200; 3 color, add \$400; 4 color, add \$500*

PLEASE PRINT ALL INFORMATION CLEARLY

Advertiser \_\_\_\_\_

Ad Agency \_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Person \_\_\_\_\_

Billing Address \_\_\_\_\_

Agency Address \_\_\_\_\_

Advertiser's Signature \_\_\_\_\_

Date \_\_\_\_\_

Telephone \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

E-mail \_\_\_\_\_



## MAILING ADDRESS

TEMPO Magazine  
 Thomas A. Mosher, Editor  
 80 Jumping Brook Drive  
 Lakewood, NJ 08701  
 tmosher@njmea.org  
 Tel/Fax: 732-367-7195

# TEMPO Magazine - Rate Card No. 29 effective June 1, 2010

### 1. PERSONNEL

Thomas A. Mosher, editor  
 Kathleen M. Mosher, proof reader  
 Deborah Sfraga, executive secretary-treasurer

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### 2. REPRESENTATIVE

No advertising representative.  
 No Commissions or Discounts Provided.

### 3. GENERAL

Bill issued following publication ( includes tear sheet and mailed copy of magazine).  
 80 to 96 pages; average 88 pages.  
 News Releases from the Music Industry considered on basis of news value to the music education profession and available space.

### 4. COVERS

<b>(Only 4 color ads are being accepted at this time)</b>	<b>Four Issues (each)</b>	<b>Single Issues (each)</b>
Outside, back cover (1 color or black and white)	\$525.00	\$750.00
Outside, back cover (4 color)	\$875.00	\$1,200.00 (8.375 x 8.875)
Inside, front or back covers (1 color or black and white)	\$425.00	\$700.00
Inside, front or back covers (4 color)	\$810.00	\$1,100.00

### 5. SPECIAL POSITIONS

No additional charge; advertiser's requests will be adhered to whenever possible.

### 6. COLOR

Special – additional spot color is available on cover ads for \$75 if same color as front cover is used.  
 Spot color and 4-color process is available throughout the magazine at a rate of \$220.00 per color.  
 (4-color ad is 3 additional colors – \$600.00).  
 Color accepted when on inserts furnished by advertisers. See above.

### 7. GENERAL ADVERTISING RATES

Ads which exceed the specified sizes will be charged at next ad size.

	<u>All Measurements In Inches</u>	<u>1color or black/white</u>	<u>2 color</u>	<u>3 color</u>	<u>4 color</u>
Full Page	(7.5 x 10)	\$350.00	\$550.00	\$750.00	\$800.00
Two Thirds Page	(7.125 x 6.66 or 4.625 x 10)	\$290.00	\$490.00	\$690.00	\$790.00
Half Page Vertical	(4.625 x 7.5)	\$235.00	\$435.00	\$635.00	\$735.00
Half Page Horizontal	(7.5 x 5)	\$235.00	\$435.00	\$635.00	\$735.00
One Third Page	(2.5 x 10 or 4.625 x 5 or 7.125 x 3.33)	\$175.00	\$375.00	\$575.00	\$675.00
One Sixth Page	(2.25 x 5 or 4.625 x 2.5)	\$120.00	\$320.00	\$520.00	\$620.00
One Twelfth Page	(2.25 x 2.5)	\$90.00	\$290.00	\$490.00	\$590.00

### 8. CONTRACT and COPY REGULATIONS

Ads produced from supplied rough copy: \$60.00 per hour.  
 Reduction of Camera Ready Ads; line copy only \$15.00.  
 Reproduction proofs and negatives only to size.

**9. ELECTRONIC ADS**

Display ads are accepted in electronic form by either pdf file via e-mail (tmosher@njmea.org) or on disk (CD, Zip, etc.).  
 Mail all materials to: Thomas A. Mosher, Editor; 80 Jumping Brook Drive, Lakewood, NJ 08701

**All fonts, scans and art must be included.**

**Pdf, digital camera, and other electronic art must be at high resolution to be accepted.**

**10. MECHANICAL SPECIFICATIONS**

Trim size: 8.375 x 10.875 inches. (The back outside cover will be 8.375 x 8.875 to allow space for the address label)  
 Insert size: 11.5 x 17.5 inches.(including bleed).  
 Unit sizes, see General Advertising Rates.  
 Width of columns: 2.3125inches.  
 Space between columns: .25 inches.  
 Depth of column: 9.6875 inches.  
 Three columns per page, app. 70 lines per column.  
 Glossy prints preferred.  
 Offset printing.  
 Saddle-stitch binding. (Perfect binding when issue exceeds 80 pages).  
 Fifty-pound white offset uncoated.  
 Covers: 100 pound Gloss Text  
 Line Screen: 150 line screen recommended.  
 Negatives to be furnished right reading, emulsion side down.

**11. CIRCULATION (as of April 2010)**

Music Educators in New Jersey ..... 3000  
 Music Education Students ..... 550  
 Exchange, MENC and Other State Officers..... 190  
 Advertisers and MIC..... 160  
 Total per Issue..... 3900

**12. MISCELLANEOUS**

Subscription to members included in annual dues.  
 Non-member subscription price: \$20.00 per year, \$5.00 per copy.  
 Pre-printed pages (11" x 17") should be shipped directly to:  
 Cobb, Inc.  
 P.O. Box 141157  
 Cincinnati, OH 45250  
 Att: Den  
 1-800-733-2040 or 859-291-1146  
 Pre-printed pages should arrive no later than the 15th of the month prior to deadline.  
 October and January are convention issues.

**13. ISSUANCE DATES AND CLOSING DATES**

October	–	August 1
January	–	November 1
March	–	January 15
May	–	March 15

**14. FEBRUARY NJMEA CONVENTION BOOKLET**

February Convention Booklet Ads are due by January 10th (attendance at this conference is up to 1500 members).  
 Please note that this is a separate advertisement from the magazine and requires a different size ad than the magazine.  
 Ads which are contracted for but not received by January 10th may not be included in the booklet due to publishing constraints.

<b>Convention Booklet Half Page</b>	<b>4.5 x 3.75</b>	<b>\$175.00</b>
<b>Convention Booklet Full Page</b>	<b>4.5 x 7</b>	<b>\$275.00</b>

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