



Thomas A. Mosher, editor
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<http://www.njmea.org>



***All billing inquiries should be sent to Deborah Sfraga, 31 Thistledown Street, Tinton Falls, NJ 07753
or debnjmea@aol.com***

Dear Friend of Music Education:

TEMPO Magazine, The Official Magazine of the New Jersey Music Educators Association, has the third largest (3570 per issue) circulation of all the state music magazines. NJMEA continues to print all issues of the magazine and, also, produces an electronic copy which is posted on the njmea.org website with almost all links active. Complete past issues of the magazine are also online with all ads intact with active links.

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 much less than the cost *TEMPO* Magazine incurs to publish in color and passes the savings to our advertisers. *They have not increased in over 10 years.* We do this to make color affordable to our advertisers and to provide a more modern look to the magazine.

NJMEA is excited to be hosting the NAFME Eastern Division Conference in Atlantic City, NJ from April 5-8, 2017. This conference will replace the annual February State Music Conference which is usually held in East Brunswick. The Eastern Division Conference includes: Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island, New Jersey, New York, Pennsylvania, Delaware, Maryland, The District of Columbia, and Europe and we expect to have 2000 attendees at this conference because New Jersey is just about in the center of the Eastern Division making it much easier to reach than those held at the northern or southern ends of the division. If you advertise in *TEMPO* during the year, you may also advertise in the Eastern Division Conference Book.

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.
The NJMEA Conference is the 2nd largest MEA conference in the country. Great for exhibiting too!
(Please see njmea.org>Conferences for more information on exhibiting.)
- 2a. Eastern Division Conference Book: Available as additional advertising with all ads able to be printed in color for one low price.
3. March Issue: Special Events Information; ie. Election Issue (odd years), Technology, Special Education, etc.
4. May Issue: Calendar, Election Results Issue (odd years), Solo Lists and School Closing Information.

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 to keep track of ads for the year.

Advertisers may now pay by credit card if desired. Please contact Deborah Sfraga at debnjmea@aol.com for information on this procedure and all questions regarding billing.

Regards,
Thomas A. Mosher
Editor

NEW JERSEY MUSIC EDUCATORS ASSOCIATION

A state unit of the National Association for Music Education and an affiliate of the New Jersey Education Association



• ADVERTISING CONTRACT •

The online version of this contract is fillable on your computer
October, January, March, May TEMPO, plus Eastern Division Conference Book

* Advertisers may also wish to advertise in the Eastern Division Conference Book. Ad placement will be determined by the editor. Contracts for the October issue must be received by August 1st.

NOTE: PDF ads MUST include the fonts in order to print correctly.



	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)	
	BW \$350 Color \$800	BW \$290 Color \$790	BW \$235 Color \$735	BW \$235 Color \$735	BW \$175 Color \$675	BW \$120 Color \$620	BW \$90 Color \$590	
October Issue (closing 8/1)								*Convention Booklet - Full Page Color 7 1/2" x 10" (Feb. 19 -21) \$275 *Convention Booklet - 1/2 Page Color 7 1/2" x 5" (Feb. 19-21) \$175
January Issue (closing 11/1)								
March Issue (closing 1/15)								
May Issue (closing 3/15)								
Please Check If Using Color →								
Eastern Division Conference Book (closing 2/15)								

PLEASE PRINT ALL INFORMATION CLEARLY

Advertiser: _____

Ad Agency: _____

Contact Person: _____

Contact Person: _____

Billing Address: _____

Agency Address: _____

Advertiser's Signature

Date

Ad Agency Signature

Date

Telephone: _____

Telephone: _____

Fax: _____

Fax: _____

E-mail: _____

E-mail: _____



MAILING ADDRESS

TEMPO Magazine
 Thomas A. Mosher, Editor
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 Lakewood, NJ 08701
 tmosher@njmea.org
 Tel: 732-367-7194

TEMPO Magazine - Rate Card No. 35 effective June 1, 2016

1. PERSONNEL

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

*All billing inquiries should be sent to Deborah Sfraga, 1806 Route 35, Suite 201, Oakhurst, NJ 07755 or debnjmea@aol.com
 Please contact Deborah Sfraga for information concerning paying by credit card.*

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. Electronic versions put online at no extra charge.
 News Releases from the Music Industry considered on basis of news value to the music education profession and available space.

4. COVERS

(Only 4 color ads are being accepted at this time)	Four Issues (each)	Single Issues (each)
Outside, back cover (4 color)	\$875.00	\$1,200.00 (8.375 x 8 + 2 for label)
Inside, front or back covers (4 color)	\$810.00	\$1,100.00 (8.375 x 8.875)

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.

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>4 color</u>
Full Page	(7.5 x 10)	\$350.00	\$800.00
Two Thirds Page	(7.125 x 6.66 or 4.625 x 10)	\$290.00	\$790.00
Half Page Vertical	(4.625 x 7.5)	\$235.00	\$735.00
Half Page Horizontal	(7.5 x 5)	\$235.00	\$735.00
One Third Page	(2.5 x 10 or 4.625 x 5 or 7.125 x 3.33)	\$175.00	\$675.00
One Sixth Page	(2.25 x 5 or 4.625 x 2.5)	\$120.00	\$620.00
One Twelfth Page	(2.25 x 2.5)	\$90.00	\$590.00

8. CONTRACT & 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).
 Mail all materials to: Thomas A. Mosher, Editor; 80 Jumping Brook Drive, Lakewood, NJ 08701

We prefer High Resolution PDF's that are Print Ready or PDFX.

If that is not possible then Native files with all fonts, high res. scans and art embedded in CMYK must be supplied.

10. MECHANICAL SPECIFICATIONS

Trim size: 8.375 x 10.875 inches. (The back outside cover will be 8.375 x 8 to allow space for the address label)
 Insert size: 4 page insert size 11.5 x 17 w/.25 offset on page 4
 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 96 pages).
 #60 Matte coated text.
 Covers: 100 pound Gloss Cover
 Line Screen: 150 line screen recommended.

11. CIRCULATION (as of May 2014)

Music Educators in New Jersey 3000
 Music Education Students 270
 Exchange, NAFME and Other State Officers..... 190
 Advertisers and MIC..... 105
 Total per Issue..... 3570

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:
 Kutztown Publishing Co., Inc.
 15076 Kutztown Road, PO Box 346
 Kutztown, PA 19530
 Att: Scott L. Miller
 1-800-523-8211 Ext. 212
 Email: smiller@kutztownpbl.com
 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. EASTERN DIVISION CONFERENCE BOOK

April Conference Book Ads are due by February 15th (attendance at this conference is expected to be 2000 members).
 Please note that this is a separate advertisement from the magazine.
 Ads which are contracted for but not received by February 15th may not be included in the booklet due to publishing constraints.

Convention Booklet Half Page	7.5 x 5 (horizontal only)	\$175.00 4 Color included in price
Convention Booklet Full Page	7.5 x 10	\$275.00 4 Color included in price

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