



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



*All electronic ads (pdfs) should be sent to tmosher@njmea.org
All billing inquiries should be sent to Deborah Sfraga, 1806 Hwy 35, Suite 201, Oakhurst, NJ 07755
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. We do this to make color affordable to our advertisers and to provide a more modern look to the magazine.

NJMEA is changing its venue for the February State Music Conference to be held on February 20-22, 2020 at the Convention Center in Atlantic City. This conference has attracted 1200 music teachers from all over the state of NJ in the past and the new venue should be an excellent choice for advertising and exhibiting.

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. February 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 February Conference Book

* Advertisers may also wish to advertise in the February 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. 22-24) \$300 *Convention Booklet - 1/2 Page Color 7 1/2" x 5" (Feb. 22-24) \$200 |
| January Issue (closing 11/1) | | | | | | | | |
| March Issue (closing 1/15) | | | | | | | | |
| May Issue (closing 3/15) | | | | | | | | |
| Please Check If Using Color → | | | | | | | | |
| February Conference Book (closing 1/15) | | | | | | | | |

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. 38
 effective June 1, 2019**

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. 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. FEBRUARY CONFERENCE BOOK

February Conference Book Ads are due by January 15th (attendance at this conference is expected to be 1200 members).
Please note that this is a separate advertisement from the magazine.
Ads which are contracted for but not received by January 15th may not be included in the booklet due to publishing constraints.

| | | |
|-------------------------------------|----------------------------------|---|
| Convention Booklet Half Page | 7.5 x 5 (horizontal only) | \$200.00 4 Color included in price |
| Convention Booklet Full Page | 7.5 x 10 | \$300.00 4 Color included in price |

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