

# Iowa Music Educator

Official Publication of the Iowa Music Educators Association  
A federated state association of NAFME:  
The National Association for Music Education



IMEA Advertising Chair: Rich Nicklay  
[IOWAimeaadvertising@gmail.com](mailto:IOWAimeaadvertising@gmail.com)

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June 2018

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 two times a year (September & April). The magazine is **also** available online (unlimited access) at [www.iamea.org](http://www.iamea.org) with your ad text and/or graphic hyperlinked. **The September issue will include the IMEA Professional Development Conference program listing all the details of the conference.** The conference is attended by over 500 educators, clinicians, and exhibitors. The conference is held in conjunction with the annual Iowa All-State Music Festival, November 15-17, 2018 in Ames.

**RATES have been reduced for this year!!** View the *Advertising Rate Sheet* to note the **15% DISCOUNT** when advertising in **BOTH** issues.

**\*\*NEW IN 2018\*\*** Advertising in the September issue will include a **COMPLIMENTARY** link(URL) listing/logo in our conference mobile app program. This app will provide instant access to your website. There will be no printed program distributed at the conference this year. Your September magazine print ad will not be a part of the mobile app. However, your logo/business name will be linked in the app. This FREE app will be available to all attendees and will be searchable to anyone outside of the conference who has the app.

**We offer 4-color printing (CMYK) and Black/White(grayscale) for each issue.**

The **deadline** for print Ad Copy is **August 1** and **March 1**. The conference mobile app Logo and URL are due September 1.

If interested in advertising, please complete the contract on the *Advertising Rate Sheet* and return to [IOWAimeaadvertising@gmail.com](mailto:IOWAimeaadvertising@gmail.com). Front and back cover placement 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](mailto:IOWAimeaadvertising@gmail.com)

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## 2018 – 2019 ADVERTISING RATES

The *Iowa Music Educator* is published in print and **available online\*** (unlimited access) at [www.imea.org](http://www.imea.org).

	Single Issue Magazine: Fall/Winter 2018 or Spring/Summer 2019		BOTH PUBLICATIONS (15% disc) Fall/Winter 2018 and Spring/Summer 2019	
	B/W	4-Color	B/W	4-Color
Full Page	\$243	\$348	\$413	\$592
Half Page	\$163	\$234	\$277	\$398
Quarter Page	\$104	NA	\$177	NA
+ INSIDE Front OR Back Cover BOTH issues			\$640** Color Only	
+ OUTSIDE Back Cover BOTH issues			\$725** Color Only	
Fall/Winter rates include <b>COMPLIMENTARY</b> Link(URL) in November Conference Mobile App				

There will be no printed program distributed at the conference, November 15-17.

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/Winter2018 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"  
Questions about layout: Contact [IOWAimeadvertising@gmail.com](mailto:IOWAimeadvertising@gmail.com)

Updated: June 2018

<p><b>Publications Timelines</b> Ad confirmation and copy</p> <p><b>Fall/Winter 2018</b> <b>Submission deadline August 1, 2018</b> (Published September 15) This issue includes the Conference Program outlining all the details for the annual Iowa Music Educators Association Professional Development Conference.</p> <p><b>CONFERENCE MOBILE APP</b> <b>Logo and URL due September 1, 2018</b> 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.</p> <p><b>Spring/Summer 2019</b> <b>Submission deadline March 1, 2019</b> (Published April 15)</p>
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### Advertising Contract IOWA MUSIC EDUCATOR 2018-2019

- Email completed/signed contract to [IOWAimeadvertising@gmail.com](mailto:IOWAimeadvertising@gmail.com) (Rich Nicklay)
- Email Ad Copy to [IOWAimeadvertising@gmail.com](mailto:IOWAimeadvertising@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 tinyurl.com/AdPaymentOptions](http://tinyurl.com/AdPaymentOptions). 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	AD LOCATION	AD SIZE	B/W or Color
<input type="checkbox"/> Fall/Winter 2018	<input type="checkbox"/> Inside Front or Back Cover	<input type="checkbox"/> Full Page	<input type="checkbox"/> Black/White
<input type="checkbox"/> Spring/Summer 2019	<input type="checkbox"/> Outside Back Cover	<input type="checkbox"/> Half Page	<input type="checkbox"/> 4-Color
	<input type="checkbox"/> Within Publication	<input type="checkbox"/> Quarter Page (B/W only)	

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_