



**MASSACHUSETTS**  
**MUSIC EDUCATORS JOURNAL**  
 Quarterly Publication of the  
 Massachusetts Music Educators Association

## 2021-2022 Advertising Rates & Specifications

| Ad Placement  | Ad Size          | Non-Profit Rate | University/ College Rate  | Corporate Rate | Color Rate      |
|---|------------------|-----------------|---|----------------|-----------------|
| Back Cover  | 7 ½ " W x 10" H  | \$400           | \$415   | \$470          | (sold in color) |
| Inside Covers   | 7 ½ " W x 10" H  | \$390           | \$420   | \$450          | (sold in color) |
| Full Page   | 7 ½ " W x 10" H  | \$240           | \$285   | \$340          | \$400           |
| Half Page Vertical  | 4 ½ " W x 7" H   | \$205           | \$260   | \$285          | \$365           |
| Half Page Horizontal  | 7 ½ " W x 5" H   | \$205           | \$260   | \$285          | \$365           |
| 1/3 Page  | 2 ½ " W x 10" H  | \$175           | \$185   | \$235          | N/A             |
| 1/4 Page  | 4 ½ " W x 4 ½" H | \$150           | \$160   | \$205          | N/A             |
| <b>Discounts for frequent advertisers:</b><br>20% for placements in all 4 primary issues<br>10% for placements in 3 primary issues<br>5% for placements in 2 primary issues |                  |                 | <b>Primary Issues:</b><br>Fall, Winter, Spring, Summer (published online-only)<br>*No discounts for Conference/Concert Program Issues |                |                 |

Please submit advertising reservations online at : <http://massmea.org/advertising>

Use the **Ad Reservation Form** link for Volume 70 : 2021-2022

### Closing Dates

|                                  |   |
|----------------------------------|---|
| <b>Fall Issue - July 30</b>      | <b>Spring Issue/Concert Program/Conference Programs – January 7</b> |
| <b>Winter Issue – October 15</b> | <b>Summer Issue (published exclusively online) – April 15</b>       |

Email ad materials to [massmusicnews@gmail.com](mailto:massmusicnews@gmail.com)