

Wisconsin School Musician

www.wsmamusic.org

The Official Magazine of the Wisconsin School Music Association and the Wisconsin Music Educators Association

Wisconsin School Musician is the official publication and primary means of printed communication for the Wisconsin School Music Association and Wisconsin Music Educators Association. It is written for music educators, school administrators, college students and all who are interested in music education news, events, services or resources.

Wisconsin School Musician reaches more than 3,500 educators and more than 1,500 school principals, school district administrators, and school board presidents in Wisconsin. The circulation of the magazine represents the great majority of music

teachers and supervisors in public, private and parochial schools, ranging from preschool through university levels. Additional circulation goes to libraries, university students, officers of state music associations throughout the nation and to all advertisers.

Each issue has a special and timely message or theme, highlighting instruction, events, music education news, and important activities, services and products relevant to readers. Please see your advertising contract for a detailed description of this year's upcoming themes.

Schedule of Publication

Wisconsin School Musician is published **three** times each year: September 15, January 15 and April 15.

Deadlines for reserving advertising space and submitting artwork are:

Issue	Reserve Space	Submit Artwork
September 2008	July 29	July 31
January 2009	November 19	November 21
April 2009	February 24	February 26

Wisconsin School Musician will accept space reservations and artwork after the deadline as space permits. Contact Michelle Dietz or Kevin Thays at advertising@wmea.com or 608-850-3566.

Advertising Display Rates

Display rates for *Wisconsin School Musician* are based on the standard sizes found on the back of this page.

Covers	Color Only	Inside pages	Color	B/W
Inside Front Cover	\$760	Full Page	\$710	\$415
Inside Back Cover	\$760	2/3 Page	\$620	\$310
Outside Back Cover	\$760	1/2 Page	\$570	\$260
		1/3 Page	\$420	\$210
		1/4 Page	\$400	\$195
		1/6 Page	\$365	\$160

Frequency Discount

The 10% frequency discount applies only to advertisers signing a *Wisconsin School Musician* advertising contract by the September publication deadline, and advertising in all three issues in 2008-2009.

An advertiser that commits to a schedule of advertisements and then cancels all or part of the run will be short-rated (loss of discount) and invoiced for the difference between what they were previously billed (if applicable) and what they actually earned.

Direct Mail

If you are interested in a one-time rental of a WMEA or WSMA mailing list, you will find everything you need at: www.wmea.com/direct_mail
Available lists include mailing addresses only. Fax numbers and e-mail addresses are never shared.

Mechanical Requirements

Ads will be accepted in these formats:

PDF (preferred method)

- Embed all fonts and graphics.
- Do not password protect.
- Do not compress the file when writing it.

Macintosh & PC Programs

- QuarkXpress • PageMaker • InDesign
- Illustrator • Freehand
- Photoshop – 300dpi saved at 100%

When using above programs include all:

- Linked graphics
- Printer and screen fonts

PC and Macintosh programs not mentioned above, film and camera ready art are NOT accepted. Artwork, typesetting, halftones, etc. will be billed at prevailing rates if material arrives in unfinished condition.

Ad Delivery

Send ads in one of two ways:

FTP Upload (preferred method)

- Upload your ad directly to our web server at: www.wsmamusic.org/ftp
- Also fax a copy of the ad to 608-850-3515 or mail a hard copy to: Advertising Dept., WSMA, 1005 Quinn Drive, Waunakee, WI 53597.

CD

- Mail CD and hard copy of the ad to:
Advertising Dept.
WSMA
1005 Quinn Drive
Waunakee, WI 53597

WSM Ad Sizes

Column Widths

Wisconsin School Musician is a three column magazine with a live area of 7¼ inches by 10 inches.

One column – 2¼" **Two** columns – 4¾" **Three** columns – 7¼"

Ads not matching column width will be sized to fit or floated.

Premium pages: Full color

Outside Back Cover: (8¾" W x 8⅞" H) including bleeds

Inside Covers: (8¾" W x 11¼" H) including bleeds

Two-thirds page
Horizontal
(7¼" W x 6½" H)

One-sixth page
Vertical
(2¼" W x 4⅞" H)

One-third page
Horizontal
(4¾" W x 4⅞" H or
7¼" W x 3⅜" H)

Half page
Horizontal
(7¼" W x 4⅞" H)

One-third page
Vertical
(2¼" W x 10" H)

Two-thirds page
Vertical
(4¾" W x 10" H)

Full page
(7¼" W x 10" H)
Full page
with bleeds
(8¾" W x 11¼" H)

One-sixth page
Horizontal
(4¾" W x 2⅜" H)

One-fourth page
(available in vertical
orientation only)
(2¼" W x 7⅜" H)

Half page
Vertical
(4¾" W x 7⅜" H)

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2008-2009 Regulations & Calendar

Contract Regulations

Advertising insertions may not be cancelled after closing dates of July 29 and November 19, 2008; and February 24, 2009. Advertisements cancelled by an advertiser before publication are billed at printer's cost plus 10%. Prices quoted are for ads provided electronically, in their completed form. Typesetting, artwork, halftones, extra stripping, double printing or other special attention will be billed to the advertiser at publisher's cost.

Advertisers and advertising agencies assume liability for all content including text, representation and illustrations of advertisements printed in *Wisconsin School Musician*. *Wisconsin School Musician* reserves the right to reject any advertising that it feels is not in keeping with the publication's goals and standards. *Wisconsin School Musician* also reserves the right to place the word "advertisement" with copy that resembles editorial matter. Additionally, *Wisconsin School Musician* reserves the right to give preferential placement to color advertisements.

Editorial Regulations and Copyright

All news releases received by the editor will be considered on the basis of news value and timeliness to the music education profession in the state of Wisconsin.

Each issue of *Wisconsin School Musician* is copyrighted. No part of the publication may be reproduced, in whole or in part, without the written permission of the publisher. Editorial content is for the one-time use of *Wisconsin School Musician*. Permission to use the authors' specific articles or illustrations can be arranged through the editor.

WSM Editorial Calendar

Each issue of *Wisconsin School Musician* focuses on a different topic or theme that is timely and important to our readers. Every edition also provides general information on music education, students and teachers at all levels. *Wisconsin School Musician* will be published three times in 2008-09: **September 15, January 15 and April 15.**

September 2008

Teaching Tools for Tomorrow

As we look to the future, it is clear that educators need to be more equipped than ever with helping students prepare to become 21st century citizens, especially in a technologically driven, global society. From specialized software/hardware and state-of-the-art equipment to audio/video downloads, personal web sites and blogs, students are often leading educators with the desire to learn and use new technology. This issue, also dedicated to the 2008 Wisconsin State Music Conference theme, "21st Century – Connecting Cultures," will explore tools for teaching innovatively into the future.

January 2009

Embracing Unique Learning Needs

With continued workload pressures facing teachers, it is more challenging than ever to embrace the unique learning needs of students, especially individuals requiring specially designed instruction. This issue will present effective methods and ideas for working with special students, such as those who are cognitively/physically disabled, autistic, visually/hearing impaired or have other identified disabilities, and engaging their musical strengths!

April 2009

Refreshing Your Music Program

The finale of each school year can often signify both the end and beginning of an era for music teachers and their students. The cycle of change, whether it's expected or not, can leave educators searching for ways to reenergize their music programs for the upcoming school year. From student recruitment and program enhancement to professional development, this issue will share some of the many ways music teachers can revitalize for the future, amidst ongoing challenges and the only one sure thing – *change!*

Summer Opportunities

Reach your target market. Promote your summer opportunities to thousands of teachers and students. Special notice is given to advertisements of summer opportunities in the April issue.

For More Information

For more information on *Wisconsin School Musician*, contact Michelle Dietz, Sales Associate, Wisconsin School Music Association, 1005 Quinn Drive, Waunakee, WI 53597.

Phone: 608-850-3566 • Fax: 608-850-3515 • Email: advertising@wmea.com

Wisconsin School Musician is owned and published by the Wisconsin School Music Association.

Editor: Kevin Thays Email: kthays@wsmamusic.org

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2008-2009 Advertising Contract

Note: This contract must be completed in full before advertising will be placed. Valid for these issues only:
September 2008, January 2009, April 2009.

Please place the following advertisement(s) in WSM issue(s) specified below. We agree to pay the amount indicated.

Issue	No. of Ads	Size(s)	Positioning	Color or Black & White	Bleeds	Frequency Discount?	Cost (including discount)
September '08	_____	_____	<input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> 10%	\$ _____
January '09	_____	_____	<input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> 10%	\$ _____
April '09	_____	_____	<input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> 10%	\$ _____
Totals	_____	_____					\$ _____

Free Yes, I am placing a one-half page or larger ad OR advertising in all three issues. Post my web site link on wsmamusic.org and wmea.com. My web address is: http://_____

Advertiser Name: _____ Contact Person: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Authorizing Signature:  _____ Date: _____

Delivery Method

- Upload PDF to www.wsmamusic.org/ftp (preferred) CD Mailed to: WSMA Advertising Dept.
1005 Quinn Dr. • Waunakee, WI 53597

Ad Artwork (Please check one for each number)

- 1** I would like the same ad to appear in each issue I've indicated above.
 My ad will change in each issue. I will send new artwork before 7/31/08 (September issue), 11/21/08 (January issue) and 2/26/09 (April issue).

- 2** Ad artwork enclosed Artwork to come (Please provide the name, phone number and email address of the person responsible for providing ad artwork if it differs from the contact person listed above.)

Artwork Contact Person _____

Phone: _____ Email: _____

Billing (Please check all that apply)

- Payment enclosed Invoice me at the address above Purchase Order Number _____

- Charge to my MasterCard or Visa (You will be charged for your ads, one at a time, as indicated below. Please ensure your credit card will not be expired on the date the charge will be applied.)

Name on Card: _____ Expiration Date (mm/yy) _____

Card Number: _____

September 2008 Amount (card to be charged the week of 9/15/08) \$ _____

January 2009 Amount (card to be charged the week of 1/15/09) \$ _____

April 2009 Amount (card to be charged the week of 4/15/09) \$ _____

Other

- A signature on this contract is the expressed authorization of the advertiser or agency for *Wisconsin School Musician* to publish the advertisement(s). Signer of this contract agrees to be responsible for paying for the insertion(s), at the rate(s) listed above. Signature also denotes explicit acceptance of all terms and conditions on *Wisconsin School Musician* rate card in effect at the time of the contract.
- The Frequency Discount only applies to advertisers signing this official *Wisconsin School Musician* Advertising Contract.