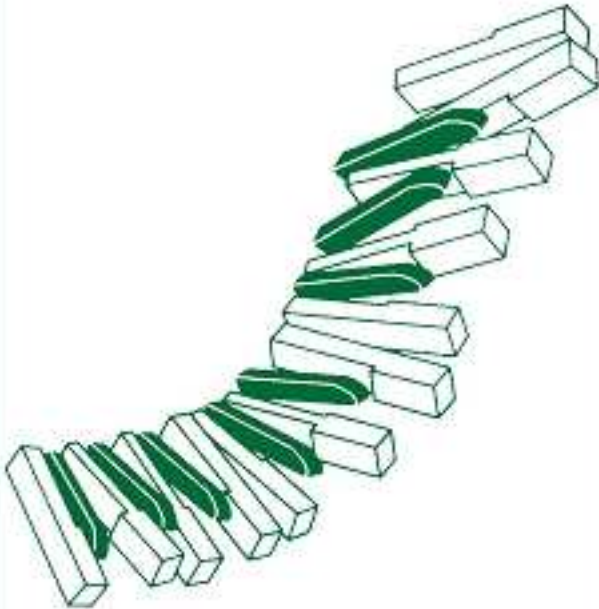


KANSAS MUSIC REVIEW 2008 - 2009



KANSAS MUSIC REVIEW

Official Publication of the Kansas Music Educators Association

Your Best Salesman

Kansas is the 15th largest MENC State Affiliate and takes pride in providing music educators with a magazine that is professional in every sense of the word. Careful selection of editorial content, superior typographic design and excellent printing quality have earned the *Review* a reputation for being one of the finest state music journals in the nation. As such, the magazine reflects to a great extent the striving for excellence so characteristic of music educators throughout Kansas schools. A planned advertising program in the *Review* offers a practical, easy, low-cost way to expose this influential market of Kansas music educators to your products and/or services.

Complete Circulation

The *Music Review* is "must reading" for virtually every music educator in Kansas. Teachers, students, school officials, anyone concerned with Kansas music education... all are a part of the *Review's* selective audience. In addition to constituting a ready market for music goods and services, the readers of the *Review* often exert a considerable influence on the buying decisions of friends, associates and others with regard to music products and services.

High Reader Interest

News coverage of the Kansas music scene, special columns by various music organization leaders, articles of special interest are all combined to meet the interests of the *Review's* audience.

KANSAS **MUSIC** REVIEW

Advertising Rates

	1 issue	2-3 issues (per issue)	4 issues (per issue)
Full Page	\$280.00	\$260.00	\$240.00
2/3 page	\$215.00	\$195.00	\$180.00
1/2 page	\$180.00	\$165.00	\$150.00
1/3 page	\$150.00	\$130.00	\$110.00
1/6 page	\$105.00	\$ 90.00	\$ 80.00
Column inch	\$ 20.00	\$ 17.00	\$ 15.00

Unless otherwise agreed, all advertising is placed on R.O.P. basis. Inside front, inside back, outside back and centerfold are 10% above card rate. Full bleed pages are 15% additional charge.

Terms

No agency commission. Net cash, no discount.

Publication Dates

Date of Issue	Deadline for Advertising Copy	Date of Publication
Fall	August 8, 2008	August 26
Winter	October 3, 2008	October 24
Convention	January 2, 2009	January 23
Spring	March 13, 2009	April 3

Copy and Contract Regulations

All copy subject to approval of the publisher. Thirty days notice on cancellation of contract schedules.

Contact & Correspondence Information

Mail or e-mail orders, correspondence & art to:

Robert E. Lee
Advertising manager
Kansas Music Review
2806 Derenda Dr.
Hutchinson, KS 67502
Phone 620-669-1301
E-mail: advertise@ksmea.org

Submit electronic art (filename to include your name) to the above address with a copy to:

Big Picture Media
504 N. Main, P.O. Box 492
Newton, KS 67114
Phone: 316-283-8330 / 877-282-0308
desiree@bigpicturemedia.biz

KANSAS **MUSIC** REVIEW

Mechanical Requirements

Page size	8 1/2" x 11"
Number of pages	50 to 70 pages
Type / Live matter area on page	7 1/2" x 10"

Column widths

1 column	14 picas [2 ¹⁵ / ₁₆ "]
2 columns	29 1/2 picas [4 ⁷ / ₈ "]
3 columns	45 picas [7 ¹ / ₂ "]
1 1/2 columns (2 col to page)	21 1/2 picas [3 ⁹ / ₁₆ "]

Ad Sizes Available

Full page	7 1/2" x 10"
2/3 page	2 col. x 10"
or.	3 col. x 6 ² / ₃ "
1/2 page	2 col. x 7 ³ / ₈ "
or	3 col. x 4 ⁷ / ₈ "
1/3 page	2 col. x 4 ⁷ / ₈ "
or	1 col. x 10"
1/6 page	1 col. x 4 ⁷ / ₈ "
or	2 col. x 2 1/4"
Full bleed page	8 5/8" x 11 1/8"

Mechanical Specifications and Data:

Files may be sent electronically or by CD with color-representative hard copy. PDF or InDesign files are preferred, however, other file formats supported are Photoshop, Illustrator, Publisher, TIF, JPG & EPS. Black and white ads should be converted to grayscale or bitmap and 4-color ads to CMYK format. Resolution of 300 dpi required for maximum quality reproduction. Advertisements should be furnished correct size as specified above. Publisher reserves the right to charge extra for ads exceeding contracted size and for special work to make ads acceptable for publication. Advertisers needing design or typesetting help should submit copy 15 days prior to normal deadlines. Charges for any type, art, or negatives will be billed at publisher's cost.

JOHN TAYLOR KMEA EXECUTIVE DIRECTOR

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