

# KANSAS MUSIC REVIEW 2010 - 2011



## 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	\$330.00	\$310.00	\$290.00
2/3 page	\$255.00	\$235.00	\$220.00
1/2 page	\$210.00	\$195.00	\$180.00
1/3 page	\$180.00	\$160.00	\$140.00
1/6 page	\$130.00	\$115.00	\$105.00
Column inch	\$ 24.00	\$ 20.00	\$ 18.00

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 6, 2010	August 31
Winter	October 1, 2010	October 29
Convention	January 4, 2011	January 28
Spring	March 15, 2011	April 8

## 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](mailto:advertise@ksmea.org)

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

GraceWorks Art  
Attn: Desiree Kelsch  
250 Douglas Place #1908  
Phone: 316-303-2551  
[desiree.kelsch@gmail.com](mailto:desiree.kelsch@gmail.com)

# KANSAS **MUSIC** REVIEW

## Mechanical Requirements

Page size	8 5/8" 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 5/16"]
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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