

KANSAS Music REVIEW 2011 - 2012



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 *Kansas Music 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 *Kansas Music 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 *Kansas 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 *Kansas Music Review's* selective audience. In addition to constituting a ready market for music goods and services, the readers of the *Kansas Music 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 *Kansas Music Review's* audience.

Great Value for Same Low Price

In this time of budget cuts and economic shortfalls, it is imperative to make every advertising dollar count. In an effort to continue to offer a low-cost way reach potential customers, the *Kansas Music Review* has elected to maintain the same pricing as the previous publication year.

New for 2011 -2012: An Added-Value

The *Kansas Music Review* is excited to announce another useful tool in your marketing plan to reach Kansas music educators. For the 2011-2012 publication year, the first-ever online version of the *Kansas Music Review* will be available for immediate access on the internet beginning in early September. As an added value, for each ad that is placed in the print version of the *Kansas Music Review*, advertisers will be able to run an electronic ad, at no additional cost, online on the website. Contact Bob Lee, Advertising Manager for details.



Not final version of layout - subject to changes

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 5, 2011	September 2
Winter	October 1, 2011	October 29
Convention	January 3, 2012	January 27
Spring	March 15, 2012	April 13

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:

Desiree Kelsch
250 Douglas Place #1908
Phone: 316-755-5448
desiree.kelsch@gmail.com

KANSAS MUSIC REVIEW PRINT

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 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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Wichita, KS 67212
Home: 316/729-0436
Office: 316/295-5535
Fax: 316/773-5347
executive@ksmea.org

KANSAS MUSIC REVIEW ONLINE

Electronic Ad Requirements

Electronic Ad Sizes Available

Leaderboard/Banner (1)	728 x 90 pixels
Right column - Half page (2)	300 x 600 pixels
Right column - Medium Rectangle (3)	300 x 250 pixels
Left Column - Skyscraper (4)	160 x 600 pixels
Left Column - Half Skyscraper (5)	160 x 300 pixels

Mechanical Specifications and Data:

Files may be sent electronically as 72 dpi JPG or PNG files. We will not accept Flash or animated files. Advertisements should be furnished correct size as specified above to qualify for free rate. 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 design work or production of electronic ads will be billed at publisher's cost.



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