

# THE LOUISIANA MUSICIAN

## Advertising Rates and Specs

### GENERAL INFORMATION

Three issues per school year averaging 32-48 pages per issue. Issues are published digitally and posted to <https://lmeamusic.org> in September, November, and February.

Closing date for receiving an ad is the 5<sup>th</sup> of the month preceding publication.

### CIRCULATION

Open distribution on LMEA's website.

Each magazine is emailed to all members, approximately 800, school board supervisors/personnel directors, approximately 60, and other supporters of music education in Louisiana, approximately 120.

### PAGE SIZE

8 1/2 x 11" Vertical

### SIZES and RATES

Full Page (8.5 X 11 Vertical) - \$170 each

Half Page (8.5 X 5 Horizontal) - \$110 each

Quarter Page (4 X 5 Vertical) - \$75 each

### COLOR

All ads are full color/full bleed.

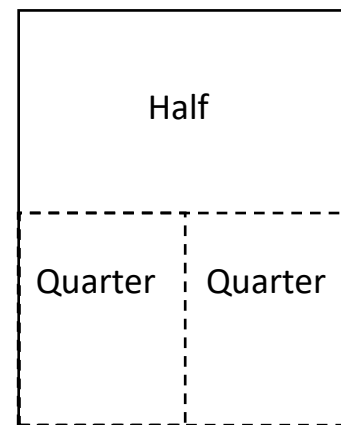
### AD SPECS

We can accept any of these three types of images.

Bitmap Graphics: PNG preferred. JPEG or TIFF are also acceptable. 300 dpi or higher. RGB color.

PDF Graphics: Embedded graphics 300 dpi or higher. All text converted to outlines/curve. RGB color.

Vector Graphics: Adobe Illustrator or EPS. All text converted to outlines/curve. RGB color.



### DISCOUNT

For a commitment to placing ads in all three online magazines, LMEA offers a 10% discount.

### NEWSLETTER **BONUS ADVERTISING**

For all companies and schools who commit to placing ads in all three online magazines:

- You will be listed as an LMEA supporter in all regularly scheduled newsletters, The Louisiana Connection. (These will go out in Jan, March, May and August.)
- Your Logo or name of school/company and link will be included in Newsletters and on the homepage of the LMEA website through June 1 of the school year. Marching festival links will be up thru November 1 of the event year.
- You have the option to submit one "advertisement" related to a sale, upcoming camp, or description of services in a regularly scheduled newsletter. Size of newsletter ad or flyer – 600px width, 400px height. [SAMPLE NEWSLETTER](#)