



William McDevitt, Editor
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<http://www.njmea.org>



Dear Friend of Music Education:

TEMPO Magazine, The Official Magazine of the New Jersey Music Educators Association, has one of the largest (2600 per issue) circulations of all the state music magazines and is one of the few states that have continued to print and mail issues to its' members. NJMEA continues to print all issues of the magazine and produce an electronic copy which is posted on the njmea.org website with all links active. Complete past issues of the magazine are also online with all ads and links intact.

Please examine the enclosed rate card and advertising contract and note the low prices for adding color to advertisements printed in the magazine.

SPECIAL ANNOUNCEMENT: We will be offering a discount to advertisers that commit to multiple issues by August 1, 2024. If you commit to all 4 issues you will receive a 10% discount. This rate will be reflected on your invoicing.

The NJMEA February State Music Conference is scheduled to be held on February 20-22, 2025 at the Convention Center in Atlantic City. This conference has attracted 1200 music teachers from all over the state of NJ and our recent move to this venue has been an excellent choice for advertising and exhibiting. Below are some of the topics covered in each publication:

1. October Issue: Back to School; November NJEA Convention, and All-State Orchestra/Chorus/Jazz.
2. January Issue: February NJMEA Conference Issue; All-State Bands & Women's Chorus.
Great for exhibiting too! (Please see njmea.org/Conferences for more information on exhibiting.)
3. February Conference Book: Available as additional advertising.
4. March Issue: Special Events Information; ie. Election Issue (odd years), Music in Our Schools Month
5. May Issue: Election Results Issue (odd years), Solo Lists and School Closing Information.

We encourage you to continue your involvement in Music Education in New Jersey by sharing your programs, workshops, services, and activities with our membership through advertisements in *TEMPO* Magazine.

I am looking forward to hearing from you soon. Ads for October are due by August 1st. Please return your contract (page 2 of this packet) to enable me to keep track of ads for the year. A fillable contract is available on the NJMEA website at <https://www.njmea.org/tempo>.

Advertisers will have the option to pay by credit card. A Jotform link will be provided for payment after each issue has been sent to the printer. Please indicate your payment preference on the contract.

Regards,


William McDevitt
NJMEA Executive Director
TEMPO Editor

NEW JERSEY MUSIC EDUCATORS ASSOCIATION

A state unit of the National Association for Music Education and an affiliate of the New Jersey Education Association



• 2024 - 2025 ADVERTISING CONTRACT •
October, January, March, and May TEMPO plus February Conference Book

<p>Advertisers may also wish to advertise in the February Conference Book. Ad placement will be determined by the editor. Contracts for the October issue must be received by August 1st.</p> <p>NOTE: PDF ads MUST include the embedded fonts in order to print correctly.</p> 		BW	BW	BW	BW	BW						
		Color	Color	Color	Color	Color	Color					
		\$350	\$290	\$235	\$175	\$120						
		\$800	\$790	\$735	\$675	\$620						
	Full Page (7.5 x 10)		2/3 Page (7.5 x 6.66)	1/2 Page Horizontal (7.5 x 5)	1/3 Page (4.625 x 5)	1/6 Page (2.25 x 5)						
October Issue	(artwork due 8/1)							<table border="1"> <tr> <td>*Convention Booklet - Full Page Color 7 1/2" x 10" (Feb. 20-22)</td> <td>\$400</td> </tr> <tr> <td>*Convention Booklet - 1/2 Page Color 7 1/2" x 5" (Feb. 20-22)</td> <td>\$300</td> </tr> </table>	*Convention Booklet - Full Page Color 7 1/2" x 10" (Feb. 20-22)	\$400	*Convention Booklet - 1/2 Page Color 7 1/2" x 5" (Feb. 20-22)	\$300
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*Convention Booklet - 1/2 Page Color 7 1/2" x 5" (Feb. 20-22)	\$300											
January Issue	(artwork due 11/1)											
March Issue	(artwork due 1/15)											
May Issue	(artwork due 3/15)											
<i>Please Check If Using Color</i> → <input type="checkbox"/>												
February Conference Book (closing 1/15) →												

PLEASE PRINT ALL INFORMATION CLEARLY

Advertiser: _____

Ad Agency: _____

Contact Person: _____

Contact Person: _____

Billing Address: _____

Agency Address: _____

 Advertiser's Signature Date

 Ad Agency Signature Date

Telephone: _____

Telephone: _____

E-mail: _____

E-mail: _____

- I would prefer to have my invoice emailed
 I would prefer to have my invoice sent USPS



MAILING ADDRESS

TEMPO Magazine
 William McDevitt, Editor
 300 W Somerdale Road
 Suite C
 Voorhees, NJ 08043-2236
 wmcdevittnjmea@gmail.com

TEMPO Magazine - Rate Card No. 43
effective June 1, 2024

1. PERSONNEL

William McDevitt, TEMPO Editor
 All billing inquiries should be sent to William McDevitt, 300 W Somerdale Road, Suite C, Voorhees, NJ 08043 or wmcdevittnjmea@gmail.com. Please contact William McDevitt for information concerning paying by credit card.

2. REPRESENTATIVE

No advertising representative.
 No Commissions or Discounts Provided.

3. GENERAL

Bill issued following publication (includes tear sheet and mailed copy of magazine or electronic invoicing).
 64 to 96 pages; average 80 pages. Electronic versions placed online at no extra charge.
 News Releases from the Music Industry considered on basis of news value to the music education profession and available space.

4. COVERS

(Only 4 color ads are being accepted at this time)	Four Issues (each)	Single Issues (each)
Outside, back cover (4 color)	\$875.00	\$950.00 (8.375 x 8 + 2 for label)
Inside, front or back covers (4 color)	\$810.00	\$900.00 (8.375 x 8.875)

5. SPECIAL POSITIONS

No additional charge; advertiser's requests will be adhered to whenever possible.

6. COLOR

Special – additional spot color is available on cover ads for \$75 if same color as front cover is used.

7. GENERAL ADVERTISING RATES

Ads which exceed the specified sizes will be charged at next ad size.

	<u>All Measurements In Inches</u>	<u>Black & White/Grayscale</u>	<u>4 Color</u>
Full Page	(7.5 x 10)	\$350.00	\$800.00
Two Thirds Page	(7.5 x 6.66)	\$290.00	\$790.00
Half Page Horizontal	(7.5 x 5)	\$235.00	\$735.00
One Third Page	(4.625 x 5 or 7.125 x 3.33)	\$175.00	\$675.00
One Sixth Page	(2.25 x 5 or 4.625 x 2.5)	\$120.00	\$620.00

8. CONTRACT & COPY REGULATIONS

Ads produced from supplied rough copy: \$60.00 per hour.
 Reduction of Camera Ready Ads; line copy only \$15.00.
 Reproduction proofs and negatives only to size.

9. ELECTRONIC ADS

Display ads are accepted in electronic form by pdf or jpeg file via e-mail (wmcdevittnjmea@gmail.com).
 Mail all materials to: William McDevitt, Editor; 300 W Somerdale Road, Suite C, Voorhees, NJ 08043-2236

10. MECHANICAL SPECIFICATIONS

Trim size: 8.375 x 10.875 inches. (The back outside cover will be 8.375 x 8 to allow space for the address label)
 Insert size: 4 page insert size 11.5 x 17 w/.25 offset on page 4
 Unit sizes, see General Advertising Rates.
 Width of columns: 2.3125inches.
 Space between columns: .25 inches.
 Depth of column: 9.6875 inches.
 Three columns per page, app. 70 lines per column.
 Glossy prints preferred.
 Offset printing.
 Saddle-stitch binding. (Perfect binding when issue exceeds 96 pages).
 #60 Matte coated text.
 Covers: #60 Matte coated text.
 Line Screen: 150 line screen recommended.

11. CIRCULATION (as of May 2024)

Music Educators in New Jersey	2000
Music Education Students	270
Exchange, NAFME and Other State Officers.....	190
Advertisers and MIC.....	105
Total per Issue.....	2570

12. MISCELLANEOUS

Subscription to members included in annual dues.
 Non-member subscription price: \$20.00 per year, \$5.00 per copy.
 October and January are convention issues.

13. ISSUANCE DATES AND CLOSING DATES

October	–	August 1
January	–	November 1
March	–	January 15
May	–	March 15

14. FEBRUARY CONFERENCE BOOK

February Conference Book Ads are due by January 15th (attendance at this conference is expected to be 1200 members).
 Please note that this is a separate advertisement from the magazine.
 Ads which are contracted for but not received by January 15th may not be included in the booklet due to publishing constraints.

Convention Booklet Half Page	7.5 x 5 (horizontal)	\$300.00 4-Color included in price
Convention Booklet Full Page	7.5 x 10	\$400.00 4-Color included in price

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