



THE LOUISIANA MUSICIAN

2020-21 Advertising Rates and Specs

GENERAL INFORMATION

Three issues per school year averaging 32-48 pages per issue.

On-line digital issues published and posted to <https://lmeamusic.org> in September, November, and February.

Closing date for receiving an ad is the 5th of the month preceding publication.

CIRCULATION

Open distribution on LMEA's website.

Each magazine is emailed to all members, approximately 800, and emailed to school board supervisors and others.

PAGE SIZE

8 1/2 x 11" Vertical

SIZES and RATES

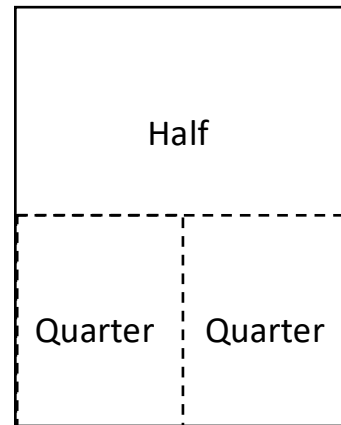
Full Page (8.5 X 11 Vertical) - \$170 each

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

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

DISCOUNT

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



NEWSLETTER

For a commitment to placing ads in all three online magazines, your company or school will be listed in all regularly scheduled newsletters, The Louisiana Connection, as an LMEA supporter.

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.