



## *Louisiana Music Educators Association*

Carolyn Herrington, LMEA Public Relations ♦ 2208 Blankenship, DeRidder, LA 70634

Phone: (337) 375-2779 ♦ Email: carolynherrington3@gmail.com

### **LMEA Annual Professional Development Conference**

**November 18-22, 2021 ♦ Crowne Plaza Executive Center ♦ Baton Rouge, LA**

#### **Conference Program Price List and Information for 2021**

This year we are extending the advertisement portion of the All-State Concerts program to include exhibitor advertisement. We will be creating a single professionally printed program that will include all concert programs, the conference schedule, university exhibitors, and your advertisement. You have the option to purchase a ¼ page, ½ page or full page. LMEA will be printing 3000 programs to be distributed to all conference attendees and All-State parents. A proof of the 2019 program can be found using this link: <https://www.lmeamusic.org/all-state-programs/> (The 2022 Professional Development Conference will include a price increase in the cost of the first table so that we can include a 1/4 page ad for all exhibitors. You will still have the option to select a larger size at the additional cost we're charging this year.)

#### **Program specs:**

- Size: 8 1/2 x 11" Vertical
- Paper: 100lb Gloss Book c2S with Aqueous Coating
- Color: Full Color Throughout (Digital Heidelberg Offset Press)
- Cover Paper: Self Cover 100lb Gloss Book with Aqueous Coating
- Quantity: 3000 (available to all parents, students, and teachers attending the concerts)

#### **Ad specs:**

- Bitmap Graphics: JPEG, TIFF, or PNG. 300 dpi or higher. CMYK color.
- PDF Graphics: Embedded graphics 300 dpi or higher. All text converted to outlines/curve. CMYK color.
- Vector Graphics: Adobe Illustrator, EPS, or Corel Draw. All text converted to outlines/curve. CMYK color.
- All ads are full color/full bleed.

**Plans:** There are three different advertising plans from which you may select.

<b><u>Plan 1</u></b>	<b>\$100</b>
❖ ¼ page ad in the program (Ad size 4.5 X 5 vertical layout)	
<b><u>Plan 2</u></b>	<b>\$200</b>
❖ ½ page ad in the program (Ad size 8.5 X 5 – horizontal layout)	
<b><u>Plan 3</u></b>	<b>\$400</b>
❖ Full page ad in the program (Ad size 8.5 X 11 – vertical layout)	

**Deadline:** Complete the online advertising form and either pay by credit card (online) or check. If paying by check, send a copy of your emailed advertising confirmation with your check to LMEA Public Relations, Carolyn Herrington, 2208 Blankenship, DeRidder, LA 70634. *Make checks payable to Louisiana Music Educators Association.* Form, payment, and ad copy must be received by October 1, 2021. Forms received without proper ad copy and payment will be listed in program by "name" only due to deadlines set by the printer.