



## *The Louisiana Musician*

"The Official Journal of the Louisiana Music Educators Association"

## *The Louisiana Connection*

*LMEA's Official Newsletter*

We are beginning our preparations for the new academic school year. As I continue my duties as LMEA's editor, I want to express my gratitude for the support you have given our organization over the years.

We are now accepting reservations for advertisement in next year's issues. We have once again managed to hold our advertising rates steady. Rates/specs and advertising contract information are located on the LMEA website (linked below). There is a 10% discount for advertisers that place ads in all three issues.

### [RATES AND SPECS](#)

### [ADVERTISING CONTRACT](#)

Postmark Deadlines for ad placements are as follows:

- August 5th for our "Opening School" September Issue
- November 5 for our "State Conference and All-State" December Issue
- February 5th for our "Post-Conference and Elections" March Issue.

Please note that all three (3) issues will be on-line only. This digital magazine will be published in full color during September, December, and March. Going on-line is a cost savings measure that has enabled us to continue the expansion of our website, the publication of electronic newsletters, and diversification of our communications with members. We post our digital magazine on our website ([lmeamusic.org](http://lmeamusic.org)) for all members and website visitors. We share the digital version with our membership, music supervisors as well as other state associations – between 850 and 900 music educators and supporters.

### **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 August, January, March, and May.)
- Logo or name of school/company and link in Newsletter and on the homepage of the LMEA website. (All company logos will be on website thru June 1 of school year, marching festival ads will be up thru November 1 of school 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](#)

We are immensely proud of our publication. Once again, we invite you to be a part of our music education support team. Looking forward to reserving space for you!!!

*Carolyn*

**Carolyn Herrington, Editor**

The Louisiana Musician