

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, December, and March.

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, 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.

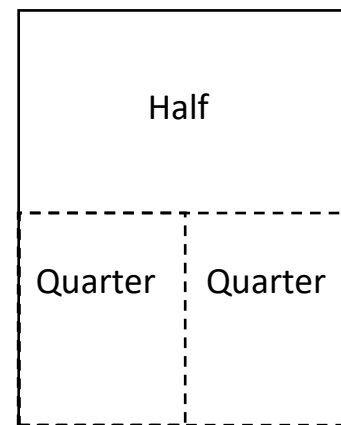
AD SPECS

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 August, January, March, and May.)
- 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](#)