

FLORIDA
MUSIC DIRECTOR

June Hinckley Center for
Fine Arts Education
402 Office Plaza
Tallahassee, Florida 32301-2757
www.flmusiced.org

The Official Publication of the
Florida Music Educators' Association

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Insertion Order and Advertising Agreement

Company Name _____ Date _____

Agency Name _____ Account Rep _____
IF APPLICABLE

Authorized Contact _____ Title _____

Invoice Attention to: _____ Address _____

City _____ State _____ Zip _____ Phone () _____ Fax () _____

e-mail address _____ P.O. number _____

A PURCHASE ORDER NUMBER IS REQUIRED ON THIS FORM FOR ALL GOVERNMENT AGENCIES AND SCHOOLS

IMPORTANT: ALL RATES ARE PER INSERTION

For comprehensive information about terms and conditions, rates, and specifications for advertising in the Florida Music Director, go to www.flmusiced.org/fmd.

RATES ARE EFFECTIVE THROUGH MAY 2012.

A 10% discount is applied to all clients purchasing four or more ads half-page or larger in a publishing year (August-May). Discount is not applicable with the January Conference Program.

AD SELECTION WORKSHEET ON PAGE TWO (BACK).

Print Publication (Color)

Ad Size	Price per insertion	with Discount
Back Cover	\$1,125	\$1,012
Inside Covers (front and back)	\$880	\$792
Full Page	\$700	\$630
1/2 Page	\$500	\$450

Print Publication (Black and White)

Full Page	\$450	\$405
2/3 Page	\$395	\$355
1/2 Page	\$325	\$292
1/3 Page	\$300	\$270
1/4 Page	\$275	\$247

Digital Publication (All Color)

Full Page	\$450	\$405
1/2 Page	\$325	\$292
1/3 Page	\$300	\$270
1/4 Page	\$275	\$247

ABOUT THE ADVERTISEMENT:

Run Existing Ad We will supply a new ad with each insertion

ORIENTATION:

Horiz. Vertical Square

COLOR: All color will be reproduced using four-color process. Advertisers may indicate a specific PMS color to be matched with four-color process.

PMS# Match _____

ADVERTISEMENT SUPPLIED:

E-MAIL- File Format _____

All submissions must conform to specifications outlined at www.flmusiced.org/fmd/production_notes.html. Preferred ad formats are: composite High Resolution PDF, Tiff (Photoshop document) or EPS with all fonts outlined.

OTHER: _____

Digital issues will be produced in full color and advertising may contain links and A/V clips as desired. The link to the digital issues is emailed to all FMEA members and the digital issues are available to members via the FMEA website. Portions of the issue are available to the general public.

Frequency discounts are available only to advertisers who submit an FMD Insertion Order showing all months in which they will advertise. Advertisers who order month-to-month without an FMD Insertion Order will be charged the per insertion rate. See Policies.

SPECIAL POSITION/PREMIUM PAGE: Guaranteed special placement requests are considered on a space-available basis for ads half-page or larger at an additional fee of **\$25 per insertion**. Inside Front Cover, Inside Back Cover, Outside Back Cover are guaranteed with the price of the ad and available on a first-come, first-served basis. Inside guarantees must be page specific (e.g. facing President's page, facing table of contents, etc.) Due to design and layout considerations, placement guarantees cannot be made for "front 1/2 of magazine," "far forward," etc. We will make every attempt to honor such requests, but they cannot be guaranteed.

Possible Additional Costs:

1. Cost of Express Mail to recipient.
2. Costs to scan camera ready or hard copy of ad to digital if not supplied in digital format.
3. Cost to conform electronic files to a compatible printable format.
4. Costs and specifications for special inserts to the magazine are available upon request.
5. Color and Black and White 4-page center insertions are available at the discounted price per page.

Rates are based on submission of electronic standard industry media that conforms to FMEA specifications (www.flmusiced.org/fmd/production_notes.html). Costs to rework the ad as necessary to fit the reserved space is \$100 per hour. To avoid any possible dissatisfaction, please prepare all ads to the exact dimensions specified following the guidelines in the "Acceptable Format" section in Production Notes.

FINANCIAL INFORMATION: All first-time advertisers must submit payment in full upon acceptance of this agreement unless other payment arrangements are agreed to as below. Upon credit approval, payment is due in full within 30 days of receipt of invoice.

ATTENTION ADVERTISING AGENCIES:

ALL RATES ARE NET. Agencies responsible for payment must also agree to the terms stated at www.flmusiced.org/fmd/policies.html. Terms are also available as hard copy upon request.

Check enclosed Bill advertiser Bill Agency

CREDIT CARD PAYMENTS: MC VISA AMEX DISCOVER Billing Zipcode: _____
of Creditcard Holder

Credit Card Number: _____ Exp. Date: _____

Cardholder Name: _____ Signature: _____

PLEASE PRINT

Your signature below indicates you accept responsibility for payment and agree to the terms as stated at www.flmusiced.org/fmd/policies.html. Terms are also available as hard copy upon request.

Accepted this _____ day of _____, 20____, by: _____
YEAR

Client's Authorized Signature _____ Account Executive Signature _____

Signer's Name (please print) _____ Title _____

FLORIDA
MUSIC DIRECTOR
 Volume 64: August 2011 – May 2012

EDITORIAL SCHEDULE &
 ADVERTISING SELECTION WORKSHEET

Florida Music Director is distributed to more than 4,000 music teachers and school district music supervisors who purchase your products and services! Additionally, some issues are mailed to FSMA member schools, which increases distribution by 1,200 copies for those issues. Please reserve space in the following publications. Deadlines are for advertising materials and contract.

MONTH	EDITORIAL FOCUS <i>*All topics subject to change.</i>	DISTR.	DEADLINE	QUANTITY & SIZE	SPECIAL PLACEMENT <i>\$25 extra for each ad</i>	\$ AMOUNT
○ AUGUST	Back-to-school issue New ideas and products. This issue focuses on developments in the profession that have occurred over the summer, and upcoming events for the school year.	Printed and Mailed	Deadline: June 10, 2011			
○ SEPTEMBER	Focus on the Classroom/Fall Workshops Best practices, trends and hot topics for classroom teachers at all levels in music education. Previews of Florida College Music Educators' Association (FCMEA) and Florida Music Supervision Association (FMSA) workshops.	Digital	Deadline: July 10, 2011			
○ OCTOBER	Conference Overture Introduction to Clinic-Conference and All-State Conductors	Digital	Deadline: Aug. 10, 2011			
○ NOVEMBER	Conference Overview General overview of conference highlights and selected sessions; additional introductions of All-State Concert conductors.	Printed and Mailed	Deadline: Sept. 10, 2011			
○ DECEMBER	Pre-Conference Issue Session descriptions, clinicians and introduction of General Session speakers are featured. Advertisers please note: This is not the Conference Program. It is a mailed issue of the <i>Florida Music Director</i> .	Printed and Mailed	Deadline: Oct. 9, 2011			
JANUARY	The <i>Florida Music Director</i> is not published in the month of January. A special Conference Program is distributed on-site at the Annual Conference. For more information, please refer to separate section on Conference Program advertising.					
○ FEBRUARY/ MARCH	Instrumental Issue A combined issue that focuses on varied aspects of band and orchestral programs. Also includes a wrap-up of conference photos and articles.	Digital	Deadline: Jan. 15, 2012			
○ APRIL	Elementary Music Education Elementary (K-5) focus and noteworthy music educators, as well as continuation of feature articles on timely topics.	Digital	Deadline: Feb. 15, 2012			
○ MAY	Summer Education Issue Focus on summer programs offered by Florida Music Educators' Association, Florida Bandmasters Association, Florida Elementary Music Educators' Association, Florida Vocal Association and Florida Orchestra Association.	Digital	Deadline: March 10, 2012			
JUNE/JULY	No publications over the summer					
					SUBTOTAL	SUBTOTAL
					\$	\$
					GRAND TOTAL	\$