

## Insertion Order and Advertising Agreement

For complete production information and policies, see the Florida Music Director section of our Web site at: www.flmusiced.org/fmd.

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

All clients purchasing four or more ads in a publishing year, or who pay for their ads in advance via credit card (see bottom of this form), are eligible for the discount. Discount does not apply to the January Conference Program.

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

THE FOLLOWING ADVERTISEMENT INSERTION PACKAGE IS HEREBY ORDERED:

#### COLOR

Ad Size	Price per insertion	with Discount
<input type="radio"/> Back Cover	\$1,025	\$920
<input type="radio"/> Inside Covers (front and back)	\$800	\$720
<input type="radio"/> Full Page	\$630	\$570
<input type="radio"/> 1/2 Page	\$440	\$400

#### BLACK & WHITE

Ad Size	Price per insertion	with Discount
<input type="radio"/> Full Page	\$395	\$355
<input type="radio"/> 2/3 Page	\$330	\$295
<input type="radio"/> 1/2 Page	\$275	\$245
<input type="radio"/> 1/3 Page	\$260	
<input type="radio"/> 1/4 Page	\$245	

**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](http://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:** \_\_\_\_\_

**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. \*All topics subject to change. Deadlines are for advertising materials and contract.

ISSUE*	DEADLINE	AMOUNT
<input type="radio"/> <b>AUG. 2009</b> Back-to-School, FSMA	June 10, '09	_____
<input type="radio"/> <b>SEPT. 2009</b> Classroom Trends/ Fall Workshops	July 10, '09	_____
<input type="radio"/> <b>OCT. 2009</b> Introduction to Clinic-Conference & All-State Conductors/ Conference Registration	Aug. 10, '09	_____
<input type="radio"/> <b>NOV. 2009</b> Conference Overview and more about All-State conductors, <b>FSMA</b>	Sept. 10, '09	_____
<input type="radio"/> <b>DEC. 2009</b> Pre-Conference Schedule with session clinicians and descriptions (Not the Conf. Program)	Oct. 10, '09	_____
<input type="radio"/> <b>FEB./MARCH 2010</b> Instrumental Issue	Jan. 15, '10	_____
<input type="radio"/> <b>APRIL, 2010</b> Elementary Music Education Issue, <b>FSMA</b>	Feb. 10, '10	_____
<input type="radio"/> <b>MAY 2010</b> Summer Education Issue for FMEA, FBA, FEMEA, FVA and FOA	March 10 '10	_____
<input type="radio"/> <b>Special Placements @ \$25 each</b>		_____

**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.

**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](http://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

Total Contract Amount: \$ \_\_\_\_\_

Your signature below indicates you accept responsibility for payment and agree to the terms as stated at [www.flmusiced.org/fmd/policies.html](http://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 \_\_\_\_\_