

# Wisconsin School Musician

[www.wsmamusic.org](http://www.wsmamusic.org)

## The Official Magazine of Wisconsin School Music Association and Wisconsin Music Educators Association

*Wisconsin School Musician* is the official publication and primary means of printed communication for Wisconsin School Music Association and Wisconsin Music Educators Association. It is written for music educators, school administrators, college students and all who are interested in music education news, events, services or resources.

*Wisconsin School Musician* reaches more than 3,500 educators and more than 1,500 school principals, school district administrators, and school board presidents in Wisconsin. The circulation of the magazine represents the great majority

of music teachers and supervisors in public, private and parochial schools, ranging from preschool through university levels. Additional circulation goes to libraries, university students, officers of state music associations throughout the nation and to all advertisers.

Each issue has a special and timely message or theme, highlighting instruction, events, music education news, and important activities, services and products relevant to readers. Please see your advertising contract for a detailed description of this year's upcoming themes.

### Schedule of Publication

*Wisconsin School Musician* is published **three** times each year: September 15, January 15 and April 15.

Deadlines for reserving advertising space and submitting artwork are:

Issue	Reserve Space	Submit Artwork
September 2008	July 28	July 30
January 2009	November 19	November 25
April 2009	February 23	February 25

*Wisconsin School Musician* will accept space reservations and artwork after the deadline as space permits. Contact Michelle Dietz or Kevin Thays at [advertising@wmea.com](mailto:advertising@wmea.com) or 608-850-3566.

### Advertising Display Rates

Display rates for *Wisconsin School Musician* are based on the standard sizes found on the back of this page.

Covers	Color Only	Inside pages	Color	B/W
Inside Front Cover	\$760	Full Page	\$710	\$415
Inside Back Cover	\$760	2/3 Page	\$620	\$310
Outside Back Cover	\$760	1/2 Page	\$570	\$260
		1/3 Page	\$420	\$210
		1/4 Page	\$400	\$195
		1/6 Page	\$365	\$160

### Frequency Discount

The 10% frequency discount applies only to advertisers signing a *Wisconsin School Musician* advertising contract by the September publication deadline, and advertising in all three issues in 2009-2010.

An advertiser that commits to a schedule of advertisements and then cancels all or part of the run will be short-rated (loss of discount) and invoiced for the difference between what they were previously billed (if applicable) and what they actually earned.

### Additional Advertising Opportunities

Reinforce your campaign and reach additional tightly targeted audiences. Complete advertising details for Marching Band Program advertising, mailing list rental, online advertising and conference-related opportunities are always available at [www.wsmamusic.org/advertising](http://www.wsmamusic.org/advertising).

### Mechanical Requirements

#### Ads will be accepted in these formats:

##### PDF (preferred method)

- Embed all fonts and graphics.
- Do not password protect.
- Do not compress the file when writing it.

##### Macintosh & PC Programs

- QuarkXpress • PageMaker • InDesign
- Illustrator • Freehand
- Photoshop – 300dpi saved at 100%

#### When using above programs include all:

- Linked graphics
- Printer and screen fonts

PC and Macintosh programs not mentioned above, film and camera ready art are NOT accepted. Artwork, typesetting, halftones, etc. will be billed at prevailing rates if material arrives in unfinished condition.

### Ad Delivery

#### Send ads in one of two ways:

##### FTP Upload (preferred method)

- Upload your ad directly to our web server at: [www.wsmamusic.org/ftp](http://www.wsmamusic.org/ftp)
- Also fax a copy of the ad to 608-850-3515 or mail a hard copy to: Advertising Dept., WSMA, 1005 Quinn Drive, Waunakee, WI 53597.

##### CD

- Mail CD and hard copy of the ad to:  
Advertising Dept.  
WSMA  
1005 Quinn Drive  
Waunakee, WI 53597

# WSM Ad Sizes

## Column Widths

*Wisconsin School Musician* is a three column magazine with a live area of 7¼ inches by 10 inches.

**One** column – 2¼" **Two** columns – 4¾" **Three** columns – 7¼"

Ads not matching column width will be sized to fit or floated.

**Premium pages:** Full color

Outside Back Cover: (8¾" W x 8⅞" H) including bleeds

Inside Covers: (8¾" W x 11¼" H) including bleeds

**Two-thirds page**  
**Horizontal**  
(7¼" W x 6½" H)

**One-sixth page**  
**Vertical**  
(2¼" W x 4⅞" H)

**One-third page**  
**Horizontal**  
(4¾" W x 4⅞" H or  
7¼" W x 3⅜" H)

**Half page**  
**Horizontal**  
(7¼" W x 4⅞" H)

**One-third page**  
**Vertical**  
(2¼" W x 10" H)

**Two-thirds page**  
**Vertical**  
(4¾" W x 10" H)

**Full page**  
(7¼" W x 10" H)  
**Full page**  
**with bleeds**  
(8¾" W x 11¼" H)

**One-sixth page**  
**Horizontal**  
(4¾" W x 2⅜" H)

**One-fourth page**  
(available in vertical  
orientation only)  
(2¼" W x 7⅜" H)

**Half page**  
**Vertical**  
(4¾" W x 7⅜" H)

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www.wsmamusic.org

## 2009-2010 Regulations & Calendar

### Contract Regulations

Advertising insertions may not be cancelled after closing dates of July 28 and November 19, 2009; and February 23, 2010. Advertisements cancelled by an advertiser before publication are billed at printer's cost plus 10%. Prices quoted are for ads provided electronically, in their completed form. Typesetting, artwork, halftones, extra stripping, double printing or other special attention will be billed to the advertiser at publisher's cost.

Advertisers and advertising agencies assume liability for all content including text, representation and illustrations of advertisements printed in *Wisconsin School Musician*. *Wisconsin School Musician* reserves the right to reject any advertising that it feels is not in keeping with the publication's goals and standards. *Wisconsin School Musician* also reserves the right to place the word "advertisement" with copy that resembles editorial matter. Additionally, *Wisconsin School Musician* reserves the right to give preferential placement to color advertisements.

### Editorial Regulations and Copyright

All news releases received by the editor will be considered on the basis of news value and timeliness to the music education profession in the state of Wisconsin.

Each issue of *Wisconsin School Musician* is copyrighted. No part of the publication may be reproduced, in whole or in part, without the written permission of the publisher. Editorial content is for the one-time use of *Wisconsin School Musician*. Permission to use the authors' specific articles or illustrations can be arranged through the editor.

### WSM Editorial Calendar

Each issue of *Wisconsin School Musician* focuses on a different topic or theme that is timely and important to our readers. Every edition also provides general information on music education, students and teachers at all levels. *Wisconsin School Musician* will be published three times in 2009-10: **September 15, January 15 and April 15.**

#### September 2009

##### *Creativity to the Core*

Creative learning, including music (and the arts), is central to a well-balanced education. That's because the study of music, along with its many other educational benefits, stimulates the creative mind. It fuels achievement in all academic areas and leads to infinite possibilities for our students as future leaders and innovators, regardless of their chosen paths. Creativity is paramount to 21st century learning! This issue, also dedicated to the 2009 Wisconsin State Music Conference, will expand on how the study of music, as part of creative learning, is directly related to the core educational goals for our students, and why it is and always should be part of our core curriculum.

#### January 2010

##### *Combating Passionless Education: Music Teachers Leading the Way*

Teaching beyond the grade is a concept that music educators have passionately embraced. Even at times when assessment is deemed the cornerstone for evaluating the quality of an education, music teachers demonstrate the everyday importance of going the extra mile to truly connect with kids on an emotional and intellectual level. It's their passion in creative teaching that leads the way! In this issue, we will explore how music teachers can keep that passion alive and leverage it in ways that set the highest standard for a meaningful education.

#### April 2010

##### *Unveiling the World: Living Globally Through Music*

Music is a bridge between cultures and in today's global society music teachers have both an opportunity and responsibility to teach kids about the world through music. After all, multicultural education is imperative to effective 21st century learning. Whether it's planning an international trip for your music group or exploring different cultures through the study of literature, this issue will share many ways that world music can enhance education.

#### Summer Opportunities

Reach your target market. Promote your summer opportunities to thousands of teachers and students. Special notice is given to advertisements of summer opportunities in the April issue.

### For More Information

For more information on *Wisconsin School Musician*, contact Michelle Dietz, Sales Associate, Wisconsin School Music Association, 1005 Quinn Drive, Waunakee, WI 53597.

Phone: 608-850-3566 • Fax: 608-850-3515 • Email: advertising@wmea.com

*Wisconsin School Musician* is owned and published by the Wisconsin School Music Association.

Editor: Kevin Thays Email: thaysk@wsmamusic.org

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## 2009-2010 Advertising Contract

**Note:** This contract must be completed in full before advertising will be placed. Valid for these issues only:  
September 2009, January 2010, April 2010.

Please place the following advertisement(s) in WSM issue(s) specified below. We agree to pay the amount indicated.

Issue	No. of Ads	Size(s)	Ad Orientation	Color or Black & White	Cost*	
September '09	_____	_____	<input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	<input type="checkbox"/> Color <input type="checkbox"/> B/W	\$ _____	* If you are completing this contract before July 28 and advertising in all three issues, please subtract 10% from the price of each ad.
January '10	_____	_____	<input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	<input type="checkbox"/> Color <input type="checkbox"/> B/W	\$ _____	
April '10	_____	_____	<input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	<input type="checkbox"/> Color <input type="checkbox"/> B/W	\$ _____	
<b>Totals</b>	_____	_____			\$ _____	

**Free**  Yes, I am placing a one-half page or larger ad OR advertising in all three issues. Post my web site link on wsmamusic.org and wmea.com. My web address is: http://\_\_\_\_\_

Advertiser Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Delivery Method

- Upload PDF to [www.wsmamusic.org/ftp](http://www.wsmamusic.org/ftp) (preferred)  CD Mailed to: WSMA Advertising Dept.  
1005 Quinn Dr. • Waunakee, WI 53597

### Ad Artwork (Please check one for each number)

- 1**  I would like the same ad to appear in each issue I've indicated above.  
 My ad will change in each issue. I will send new artwork before 7/30/09 (September issue), 11/25/09 (January issue) and 2/25/10 (April issue).

- 2**  Ad artwork enclosed  Artwork to come (Please provide the name, phone number and email address of the person responsible for providing ad artwork if it differs from the contact person listed above.)

Artwork Contact Person \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Billing (Please check all that apply)

- Payment enclosed  Invoice me at the address above  Purchase Order Number \_\_\_\_\_

Charge to my  MasterCard  Visa (You will be charged for your ads, one at a time, as indicated below.  
Please ensure your credit card will not be expired on the date the charge will be applied.)

Name on Card: \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_

Card Number: \_\_\_\_\_

September 2009 Amount (card to be charged the week of 9/15/09) \$ \_\_\_\_\_

January 2010 Amount (card to be charged the week of 1/15/10) \$ \_\_\_\_\_

April 2010 Amount (card to be charged the week of 4/15/10) \$ \_\_\_\_\_

### Other

- A signature on this contract is the expressed authorization of the advertiser or agency for *Wisconsin School Musician* to publish the advertisement(s). Signer of this contract agrees to be responsible for paying for the insertion(s), at the rate(s) listed above. Signature also denotes explicit acceptance of all terms and conditions on *Wisconsin School Musician* rate card in effect at the time of the contract.
- The Frequency Discount only applies to advertisers signing this official *Wisconsin School Musician* Advertising Contract.