

# Georgia Music Educators Association

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## MEMORANDUM

**TO:** Georgia Music News Advertisers

**FROM:** Aleta Womack

**RE:** 2009-2010 Advertising

Enclosed is information concerning advertising in our state journal, *The Georgia Music News*. Please read this information carefully. If you are not the person who designs the ads, please see that your graphic artist receives the Policy/Production Notes and the deadlines. If you have checked the line on the ad authorization form that states you will send a new ad for each issue, please make sure that we do, indeed, get a new ad. Some ads are date sensitive and it makes no sense to run a pick-up ad when we do not receive a new one if they are.

**We can accept ads via e-mail if they are PDF High Resolution. We will only accept ads in the formats described in the Policy/Production Notes.**

It is important to send the "Ad Authorization Form" even if you are not advertising in both issues. It helps to keep accurate records. Frequency discounts are available **only to advertisers who submit an ad authorization form prior to the fall issue deadline** (September 1, 2009) showing all issues in which they will advertise. **Advertisers who order issue to issue will be charged the per insertion rate. All forms and information will now be available on our web-site [www.gmea.org](http://www.gmea.org).**

Send no money with your authorization form. We will bill you after each issue and include a tear sheet with each invoice. Make sure you include a copy of the invoice when you send your payment.

Thank you for your interest in *The Georgia Music News*. If you have any questions, please feel free to call or e-mail me.