

GEORGIA MUSIC NEWS

POLICY/PRODUCTION NOTES

POLICIES

Discounted Advertising Insertions: All advertisers wishing to receive the frequency discount must adhere to the contracted advertising schedule, and submit an Ad Authorization Form showing expected ad frequency and size. Otherwise, advertising will be billed at the per insertion rate. Mixing ad sizes during publication year is acceptable.

Payment: Payment is due at the time of submitted application.

Artwork Submission Requirements: Any changes that are made to your artwork to fit the required specifications will be billed to you at the rate of \$100 per hour. To avoid any dissatisfaction with the publication of your ad, please prepare all ads to the exact dimensions and formats specified in the "Acceptable Ad Format" section below.

Advertisers are responsible for submission of advertising materials by the deadlines noted on the ad authorization form. If you checked that you will send a new ad with each insertion on the ad authorization form, please make sure the new ad has been received by the GMEA office by the deadline.

Advertisements must be submitted to Cindy Reed (cindyr@gmea.org) by the deadline for each magazine.

ISSUE	DEADLINE FOR SUBMISSION	RELEASE
Fall	July 20	September
Winter	September 20	November
Spring	February 20	April
Summer	April 10	June

AD TYPE	DIMENSIONS (please include 1/8 in. bleed)	COST
Cover Page	8.5" wide, 11" deep	\$525
Full Page	8.5" wide, 11" deep	\$400
2/3 Page	5.75" wide, 11" deep	\$350
1/2 Page	8.5" wide, 5.75" deep or 4.25" wide, 11" deep	\$300
1/3 Page	2.85" wide, 11" deep or 8.5" wide, 3.7" deep	\$250
1/4 Page	2.125" wide, 2.75" deep	\$225

Rates: Rates are good for the Fall 2016 issue through the Summer 2017 issue.

PRODUCTION NOTES

Press Specifications: The Georgia Music News Magazine is printed using offset lithography on 80 lb. coated enamel stock.

Trim Size: 8.5 x 11 inches

Bleeds: Allow for 1/8 inch for any artwork that bleeds.

Acceptable Electronic Formats: PDF High Resolution, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Ads must be submitted in one of these programs. You may also submit JPG files of advertisements. All applicable fonts and images must be provided. Images must be at least 300 dpi resolution at 100% of print size.

Unacceptable Electronic Formats: We cannot accept electronic ads in Microsoft Word, Microsoft Publisher, Corel Draw, WordPerfect, or Powerpoint.

If you have any questions regarding the format of your advertisement please contact Ryan Barbee at the GMEA Office
Email: ryanb@gmea.org **Phone:** 678.289.9299 ext. 1