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Association *of* Lutheran Church Musicians

2009 Pricing & Specifications

Ad Sizes

All advertising is black/white except limited color ad availability in *Grace Notes*. **Each publication uses the same measurements.**

Full		7.333" wide x 9.333" high	
Full-page bleed		8.5" wide x 11" high	*Grace Notes and CrossAccent inside cover ONLY*
Half	Horizontal:	7.333" wide x 4.583" high	Column: 3.583" wide x 9.333" high
Third	Block:	4.833" wide x 4.583" high	Column: 2.333" wide x 9.333" high
Quarter	Vertical:	3.583" wide x 4.583" high	
Sixth	Vertical:	2.333" wide x 4.583" high	
Eighth	Horizontal:	3.583" wide x 2.208" high	

Deadlines

***CrossAccent* journal**	Issue No 1 deadline January 15; No 2 = May 15; No 3 = September 15
***Grace Notes* newsletter**	Deadline 6 weeks prior to publication month (Dec 15 for February issue) Publication in February, April, June, August, October & December
Membership Directory	Deadline July 15, 2009
National Conference *Milwaukee WI*	Deadline April 1, 2009

Submissions

Send ads in 2 forms: PDF file as e-mail attachment or CD **AND 2 exact-size high-quality hard copies**.

When preparing your ad, consider the following:

* 300 dpi preferred
* Embed all fonts when creating a PDF
* Do NOT embed fonts / images if using these applications: Quark 6; InDesign CS2, PageMaker 7, Publisher, Illustrator, Freehand. Provide supporting files with document.
* Color ads *(Grace Notes only)* should be CMYK.
* Keep aspect ratio of ad true to specified dimension
* Full bleed ads only for inside cover of *CrossAccent* or in *Grace Notes*. Make a special request on order.

Billing

New advertisers must include payment with order; publication will be sent later. For regular advertisers bills are sent at the time of publication with one copy of the publication

2009 Ad Pricing	**Cover**	**Inside Cover**	**Full**	**Half**	**Third**	**Quarter**	**Sixth**	**Eighth**
Special Pricing – total of 11 ads **Ads in Every Issue of Each Publication**			$4900 c 5300	$3100 c 3400		$2000 c 2200		

2009 Ad Pricing **Pricing per ad, per issue**	**Cover**	**Inside Cover**	**Full**	**Half**	**Third**	**Quarter**	**Sixth**	**Eighth**
CrossAccent - journal		$745	$615	$365		$235		$130
Grace Notes - newsletter c=*Color* *(available ONLY in GN)*			$420 c $505	$270 c $325	$190 c $230	$165 c $200	$125 c $150	$105 c $125
Membership Directory	$1605	$775	$645	$415		$255		$155
National Conference *August 2-5* *Milwaukee WI + 30% for color (if available)*	back $640	$480	$385	$250		$150		$90
Inserts to Welcome Packets (350 pieces) **$275**								
Notices in E Newsletters $85								