

Association of Lutheran Church Musicians Publications

Changes effective February 28, 2010

CrossAccent

This journal contains scholarly and informative articles which explore theological, musicological, hymnological, sociological, liturgical, historical, and practical issues for the Lutheran worship leaders. *CrossAccent* also includes an extensive review section of books, recordings and musical publications. (Two issues published spring and fall: @ 64 pp)

Grace Notes

With full color pages, this on-line newsletter is available on-line for members and visitors alike! It contains news and views by and about the organization and its members; reviews of events and music; and valuable resources for worship planning. This is a great vehicle for time-sensitive advertisements, such as conferences, institutes, and educational opportunities. All advertisements are color and can include web links. Members are alerted when the new issue is available via E-Mail notice. (Four issues published in February, May, August, and November: 20-24 pp)

Conference Books, Welcome Packets

ALCM offers regional conferences in 4 areas in summer 2010: Pittsburgh PA, Jacksonville FL, Boulder CO and Midwest (Lindsborg KS, Davenport IA, & Sioux Falls SD.) National conferences in odd-numbered years: 2011 Seattle WA, 2009 Milwaukee WI, 2007 Houston TX, 2005 New York NY. Each regional conference offers a different program book (you may choose 1, 2, 3 or all 4 regions). A full-page color ad may be accepted for the back cover.

Insertions to Welcome Packets for conference attendees are another advertising opportunity. Sufficient materials (about 100 pieces per region) are provided by the advertiser (no copying service.) Those interested in vending and/or **exhibiting** at a conference, please call or e-mail.

Membership Directory

The annual ALCM Membership Directory features names, addresses, phone numbers, and e-mail addresses for every current member of ALCM, including home and work information. It also includes pages listing national officers, committee chairs, regional officers, publications editors, and denominational representatives. The front cover offers a prime opportunity for advertising including 2 full pages: a full-color photo AND a full page b/w or color description inside the front cover of a recent organ installation, architectural design of a Lutheran church, or liturgical art. All front cover reservations are subject to approval. (Published in January: approx. 60 pp)

E-Newsletters

ALCM keeps in touch every 4-6 weeks with members and associates via E-Newsletters. We accept text for notices with web links to a maximum of 150 words and artwork (such as a logo) as TIF or JPEG file. You may specify the number and frequency or timing of notices to appear; we prefer you change the notice for every occurrence. (Provided 8/year.)

Special Pricing Offer – Ads in Every Issue of Publications

For those advertisers who wish to have the ultimate visibility to our members, we offer a special pricing discount for full page, half page, and quarter page ads in every issue of all ALCM publications except E-Newsletters, for a total of 11 ads in 2010 and 8 ads in odd-numbered years. Ads appear in color in *Grace Notes* but are b/w in other publications and can be changed throughout the year. Billing is done quarterly and amounts to a 10% discount. *We can accommodate businesses with a January 1-December 31 or July 1-June 30 fiscal year.*

2-28-10

*See current Pricing & Specifications for pricing, sizing, submission requirements, deadlines, etc.
Completed Order Form should be faxed to 440-238-9077.*

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