

# Association of Lutheran Church Musicians

## 2011 Ad Pricing & Specifications

### Ad Sizes

Advertising is full color in *Grace Notes* & E-Newsletters, which allow live web-links.  
Advertising is black/white in *CrossAccent* and the Membership Directory.

**Each publication uses the same measurements.**

Full		7.333" wide x 9.333" high	
Full-page bleed		8.75" wide x 11.25" high	<i>CrossAccent inside cover ONLY</i>
Half	Horizontal:	7.333" wide x 4.583" high	Column: 3.583" wide x 9.333" high
Quarter	Vertical:	3.583" wide x 4.583" high	
Eighth	Horizontal:	3.583" wide x 2.208" high	

### Deadlines

*Late submissions may be published in the next issue.*

**CrossAccent journal** Deadlines: January 15 & June 15 Publication in spring & fall.

**Grace Notes on-line newsletter** Deadlines: Dec 31, March 31, June 30, & September 30

Publication in February, May, August, & November

**Membership Directory 2011 or 2012** Deadline November 1, 2010 or 2011 Publication in January.

**National Conference - Seattle WA** Deadline May 1

Insertions: catalog, flyer, brochure, DVD, etc. Mailing information sent in June.

**E-Newsletters** 8 times a year

### Submissions

When preparing your ad, consider the following:

- \* 300 dpi preferred.
- \* PDF file only - send as email attachment or send CD.
- \* Embed all fonts when creating PDF.
- \* Include hyperlinks setting when creating PDF for *Grace Notes* ad.
- \* Color ads CMYK.
- \* Color ads and all links within the ad should be converted CMYK before creating the final PDF.
- \* B/W ads for *CrossAccent* & Conference Book. Color ads on covers only.
- \* Keep aspect ratio of ad true to specified dimension.
- \* Full bleed ads only for inside cover of *CrossAccent*. Make a special request on order.

**Notices for E-Newsletters** may include artwork (TIF or JPEG) and live web-links and a maximum of 150 words.

Please indicate your preferred timing and/or frequency. We suggest you change the notice for each occurrence.

### Billing

**New Advertisers include payment with order:** Advertising Office 14367 Bennington Dr Strongsville, OH 44136-8103

**Returning Advertisers:** bills are sent after publication.

<b>2011 Ad Pricing</b> <i>Pricing per ad, per issue</i>	Cover	Inside Cover	Full	Half	Quarter	Eighth
<b>Grace Notes</b> Newsletter <i>Color ads</i>			\$485	\$315	\$195	\$125
<b>CrossAccent</b> Journal		\$785	\$650	\$385	\$250	\$140
<b>National Conference</b> <i>color</i>	back cover \$675 c \$850	\$500 c \$660	\$405	\$265	\$160	\$95
<b>Insertions</b> to Welcome Packets <i>Color ads \$225</i>						
<b>Membership Directory 2011</b> <i>c = color</i> <i>Prices for 2012 may be slightly higher.</i>	\$1685 c \$1820	\$815 c \$965	\$680	\$435	\$270	\$165
<b>Notices in E Newsletters</b> \$95/notice						
<b>Special Pricing</b> <b>Ads in Every Issue of</b> <b>Pubs.</b> 8 ads total			<b>Full</b> \$4200	<b>Half</b> \$2640	<b>Quarter</b> \$1700	