

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.

2011 Ad Pricing <i>Pricing per ad, per issue</i>		Cover	Inside Cover	Full	Half	Quarter	Eighth
Grace Notes Newsletter	<i>Color ads</i>			\$485	\$315	\$195	\$125
CrossAccent Journal			\$785	\$650	\$385	\$250	\$140
National Conference	<i>c = color</i>	back cover \$675 c \$850	\$500 c \$660	\$405	\$265	\$160	\$95
Insertions to Welcome Packets @ 400 pieces	\$285						
Membership Directory 2011	<i>c = color</i> <i>Prices for 2012 may be slightly higher.</i>	\$1685 c \$1820	\$815 c \$965	\$680	\$435	\$270	\$165
Notices in E Newsletters	\$95/notice						
Special Pricing 8 ads total	Ads in Every Issue of Pubs.			Full \$4200	Half \$2640	Quarter \$1700	

