

# Association of Lutheran Church Musicians

## Publications

### ***Grace Notes***

With full color pages, this on-line newsletter is available 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 include live web-links. Members are alerted when the new issue is available via e-mail notice. Color ads. (Four issues published in February, May, August, and November: 20-24 pp.)

### ***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. B/W ads; color available by special request on inside covers at additional cost. (Two issues published spring and fall: @ 64 pp.)

### **Conference Books, Welcome Packets**

ALCM offers national conferences in odd-numbered years: 2011 Seattle WA; 2009 Milwaukee WI; 2007 Houston TX; 2005 New York NY. Regional conferences last summer were in 5 areas: Pittsburgh PA; Jacksonville FL; Boulder CO; Davenport IA; and Sioux Falls SD. Each conference offers a program book which includes B/W advertising opportunities. A full-page color ad may be accepted for the back cover and inside covers. Details about next summer's conference are at [www.alcmseattle@alcm.org](mailto:www.alcmseattle@alcm.org)

**Insertions to Welcome Packets** for conference attendees is another advertising opportunity. Materials (400 pieces) are provided by the advertiser (no copying service.)

**Exhibitor and Sponsorship:** See enclosed sheets. Questions regarding exhibits and sponsorship should be addressed to Cheryl Dieter, Business Manager, in our main office 800-624-2526 or [admin@alcm.org](mailto:admin@alcm.org)

### **Membership Directory**

The annual Membership Directory features names, addresses, phone numbers, and e-mail addresses for every current member, 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 of a recent organ installation, architectural design, or liturgical art AND a B/W or color full page description inside the front cover. All front cover designs are subject to approval. A full page color ad may be accepted for the back cover & inside covers; all other ads are B/W. (Pub. in January: approx. 60 pp)

### **E-Newsletters**

ALCM keeps in touch every 4-6 weeks with members and associates via E-Newsletters (see past examples on the web site <http://www.alcm.org/publications/e-newsletter.php>). We accept text for notices with live web-links and 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. (8 / year.)

### **Special Pricing Offer – Ads in Every Issue of Publications**

Take advantage of the ultimate visibility to our members: special pricing discounts for full, half, and quarter page ads in every issue of all ALCM publications except E-Newsletters, for a total of 8 ads in 2011 and 11 ads in even-numbered years. Ads appear in color in *Grace Notes* and B/W in other publications and can be changed throughout the year. Billing is done quarterly. *We can accommodate businesses with a January 1-December 31 or July 1-June 30 fiscal year.*

***Refer to current Ad Pricing & Specifications for pricing, sizes, deadlines, etc.***

*Completed Advertising Order Form should be faxed to 440-238-9077 or  
Mail to Advertising Office 14367 Bennington Dr Strongsville OH 44136-8103  
New advertisers please include payment with order.*

***Joanna Pretz-Anderson***      *ALCM National Advertising Coordinator*  
[ads@alcm.org](mailto:ads@alcm.org)                      4 4 0 . 5 7 2 . 1 3 1 8                      f a x      4 4 0 . 2 3 8 . 9 0 7 7

