

# Advertising Contract for OAKE

The Organization of American Kodály Educators

## **Kodály Envoy Advertising ISSUES (check one or more)**

- \_\_\_\_\_ **Spring, 2012** (Ad deadline, Mar. 1, 2012, Published Apr. 2012)  
\_\_\_\_\_ **Summer, 2012** (Ad deadline, Jun. 1, 2012, Published Jul. 2012)  
\_\_\_\_\_ **Fall, 2012** (Ad deadline, Sep. 1, 2012, Published Oct. 2012)  
\_\_\_\_\_ **Winter, 2013** (Ad deadline, Dec. 1, 2012, Published Jan. 2013)

## **Size and Cost (check one)**

### **Covers 4-COLOR ONLY**

- \_\_\_\_\_ **3/4 Page, 7" w x 7.5" h:** outside back cover \$405  
\_\_\_\_\_ **Full Page, 7" w x 10" h:** inside cover \$405  
\_\_\_\_\_ **1/2 Page, 7" w x 5" h:** horizontal inside cover \$220

### **Inside Pages**

- \_\_\_\_\_ **Full Page, 7" w x 10" h** \$335  
\_\_\_\_\_ **2/3 Page, 5" w x 10" h:** vertical only \$235  
\_\_\_\_\_ **1/2 Page, 7" w x 5" h:** horizontal only \$180  
\_\_\_\_\_ **1/3 Page, 5" x 5":** half of two columns \$125  
\_\_\_\_\_ **1/3 Page, 2½" w x 10" h:** one full column \$125  
\_\_\_\_\_ **1/6 Page, 2½" w x 5" h:** half column \$75

### **\*Discounts for repeated ads in consecutive issues:**

- Two consecutive issues: 10%  
Three consecutive issues: 15%  
Four consecutive issues: 20%

## **OAKE Web Site Advertising**

**Each placement is 30 days in length,  
Placed on the home page (please check one)**

- \_\_\_\_\_ **One Web Placement** \$450

### **Web & Envoy Advertising**

- \_\_\_\_\_ **One Web Placement AND** \$395  
**Full Page, 7" w x 10" h OR**  
**1/2 Page, 7" w x 5" h:** horizontal

### **Web, Envoy, & Conference Advertising**

- \_\_\_\_\_ **One Web Placement AND** \$390  
**Full Page, 7" w x 10" h OR**  
**1/2 Page, 7" w x 5" h:** horizontal AND  
**Full Page, Conference or Choir Book OR**  
**1/2 Page, Conference or Choir Book**

### **\*Discounts for multiple Web ads, 30 days in length:**

- Two ads: 10%  
Three ads: 15%  
Four ads: 20%

## **PAYMENT METHOD (check one)**

\_\_\_\_\_ **Check enclosed, Payable to OAKE 1612-29th Avenue South, Moorhead, MN 56560**  
**(Note: New advertisers must pay in advance.)**

\_\_\_\_\_ **Please have the OAKE National Office send me an invoice (Returning advertisers only.)**

**Please send all advertising correspondence, including this contract and ad copy, to the Advertising Editor, Randy Dahlin, OAKE National Office, 1612-29th Avenue South, Moorhead, MN 56560. Fax: 218-227-6254 E-mail: randy@oake.org**

The *Kodály Envoy* accepts ads in EPS, TIF, or PDF file formats, and may also accept native InDesign or Illustrator files. Files must be high resolution, black-and-white only inside, 4-color only cover. Use only Postscript Type 1 fonts, and be sure all fonts and graphics are included or embedded. File transmission should be arranged with the *Envoy* Editor, Beth Pontiff (envoy@oake.org). Additional charges to handle electronic ads that do not meet these specifications will be billed to the advertisers. The *Kodály Envoy* will not be responsible for printing problems that result from electronic ads that do not meet these specifications.

All Web ads must be in JPG or GIF format, 125 pixels h x 100 pixels w, with a resolution less than 72 dpi, in an optimized format. File transmission should be arranged with the Advertising Editor, Randy Dahlin (randy@oake.org). Additional charges to handle Web ads that do not meet specifications will be billed to the advertisers.

**Authorized Media Buyer (Please print):** \_\_\_\_\_

**Signature of Authorized Media Buyer:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**For (Advertiser's Name):** \_\_\_\_\_

**Advertiser's Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_



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MUSIC FOR EVERYONE