

Wisconsin School Musician

www.WSMmagazine.org

The Official Magazine of Wisconsin School Music Association and Wisconsin Music Educators Association

Wisconsin School Musician is the official publication and primary means of communication for Wisconsin School Music Association and Wisconsin Music Educators Association. It is written for music educators, school administrators, college music education students and all who are interested in music education news, events, services or resources.

A printed version of *Wisconsin School Musician* reaches more than 3,500 educators and more than 1,500 school principals and school district administrators in Wisconsin.

Additionally, an electronic version of the magazine is sent to

WSMA and WMEA members, and is archived at www.WSMmagazine.org. The electronic version features links to advertiser web sites, bonus content, video, audio and more.

The circulation of the magazine represents the great majority of music teachers and supervisors in public, private and parochial schools in Wisconsin, ranging from preschool through university levels. Additional circulation goes to libraries, university students, officers of state music associations throughout the nation and to all advertisers.

Contract Regulations

Advertising insertions may not be cancelled after July, November and February deadlines. Advertisements cancelled by an advertiser before publication are billed at printer's cost plus 10%. Prices quoted are for ads provided electronically, in their completed form. Typesetting, artwork, or other special attention will be billed to the advertiser at publisher's cost.

Advertisers and advertising agencies assume liability for all content including text, representation and illustrations of advertisements printed in *Wisconsin School Musician*. *Wisconsin School Musician* reserves the right to reject any advertising that it feels is not in keeping with the publication's goals and standards. *Wisconsin School Musician* also reserves the right to place the word "advertisement" with copy that resembles editorial matter. Additionally, *Wisconsin School Musician* reserves the right to give preferential placement to color advertisements.

Editorial Regulations and Copyright

All news releases received by the editor will be considered on the basis of news value and timeliness to the music education profession in the state of Wisconsin.

Each issue of *Wisconsin School Musician* is copyrighted. No part of the publication may be reproduced, in whole or in part, without the written permission of the publisher. Editorial content is for the one-time use of *Wisconsin School Musician*. Permission to use the authors' specific articles or illustrations can be arranged through the editor.

Frequency Discount

Advertisers who place an ad of any size in all three issues of *Wisconsin School Musician* receive a 10% discount on all their ads. To qualify, you must complete and submit your ad contract before the July deadline.

An advertiser that commits to a schedule of advertisements and then cancels all or part of the run will be short-rated (loss of discount) and invoiced for the difference between what they were previously billed (if applicable) and what they actually earned.

Honors Classroom Recruitment Poster

A new advertising opportunity exists in the pullout classroom recruitment poster for the WSMA State Honors Project, to be featured in the September issue of *Wisconsin School Musician*. This pullout centerfold 11" x 17" color poster is intended for posting in middle and high school band, orchestra and choir classrooms around the state. The opportunity consists of three components: 1) Advertiser's color logo and an acknowledgement that the poster is provided by the advertiser on the right-hand back side of the poster; 2) Advertiser's message on the bottom 2" x 11" strip of the classroom poster; and 3) Advertiser's full page color ad on the back side of the poster.

Additional Discounts and Opportunities

When you advertise in *Wisconsin School Musician* you will receive discounts on banner ad campaigns on the WSMA website. Additional advertising opportunities exist in the program for the WSMA State Marching Band Championships, in the programs for the WSMA State Honors Project concerts, and at the Wisconsin State Music Conference. Details are available at www.wsmamusic.org/advertising.

Invoicing

Invoices are emailed within a week of the publication date of each issue and are due upon receipt. Checks, MasterCard and Visa are accepted.

Mechanical Requirements

Ads will be accepted in these digital formats:

PDF (preferred method)

- Embed all fonts and graphics.
- Save color ads as CMYK.
- Save black & white ads as grayscale.
- Do not password protect.
- Do not compress the file when writing it.

Macintosh & PC Programs

- InDesign
- QuarkXpress
- Illustrator
- Photoshop

When using above programs include all:

- Linked graphics
- Printer and screen fonts

Programs not listed above and non-digital files are NOT accepted.

Ad Delivery

Upload your ad to our server at:

www.wsmamusic.org/ftp

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2016-2017 Pricing & Calendar

Schedule of Publication

Wisconsin School Musician is published three times each year: September 15, January 15 and April 15.

Deadlines for reserving advertising space and submitting artwork are:

Issue	Space Reservation and Artwork Due
September 2016	July 22, 2016
January 2017	November 18, 2016
April 2017	February 17, 2017

Wisconsin School Musician will accept space reservations and artwork after the deadline as space permits. Contact Mackenzie Pitterle at mpitterle@wsmamusic.org or 608-850-3566.

Advertising Display Rates

Display rates for *Wisconsin School Musician* are based on the standard WSM Ad sizes. Ads will appear in both the printed and electronic versions of the magazine.

Covers	Color Only	
Inside Front Cover	\$735	
Inside Back Cover	\$735	
Outside Back Cover	\$760	

Inside Pages	Color	B/W
Full Page	\$710	\$415
2/3 Page	\$620	\$310
1/2 Page	\$570	\$260
1/3 Page	\$420	\$210
1/4 Page	\$400	\$195
1/6 Page	\$365	\$160

Honors Classroom Recruitment Poster	
September only	\$760

WSM Editorial Calendar

Each issue of *Wisconsin School Musician* focuses on a different topic or theme that is timely and important to our readers. Every edition also provides general information on music education, students and teachers at all levels.

September 2016 • Wisconsin - MusicStrong

Wisconsin is nationally known for its leadership in music education. Despite challenges throughout time, Wisconsin music educators have persevered with top quality music instruction, from traditional to out-of-the-box, innovative curriculum, that is often the difference maker in a well-rounded education. With recent passing of the Every Student Succeeds Act (ESSA), which lists "music" separately as a subject that a well-rounded student requires, we are reminded of the cooperative effort by music educators to keep music at the forefront of education. In this issue, also dedicated to the Wisconsin State Music Conference, we explore and celebrate the many ways we strengthen education through the vitality of music in Wisconsin schools.

January 2017 • Tuning Up for the New Year

The on-set of every new calendar year brings about an abundance of health-related resolutions, but how many of those focus on goals for musical health? In today's rigorous classrooms, the well being of our students and teachers is key to achieving a healthy, well-balanced education through music. In this January issue, we dive into musical wellness and how to "get fit." Anything affecting musical well being is fair game for a good editorial workout. We'll warm up with basics like hearing and voice protection and move on to jumping the hurdles of topics like scheduling conundrums, noisy and improperly ventilated classrooms, conductor arm problems and more. This issue = a dose of music therapy!

April 2017 • Educator Affectiveness

Teaching with affect is at the heart of music education. Music encompasses mind, body and feeling; it has many aesthetic qualities that are intrinsic. With music education, it's unlike anything standardized... it simply isn't black and white. However, that's the beauty of music in education. It helps develop the student in ways that compliment other learning. Our adaptation of today's terminology in this issue seems fitting as we look into what we coin "Educator Affectiveness," related to communication, student-centered work, new national standards, brain development, advocacy, growth mindset, Comprehensive Musicianship Through Performance (CMP) and so many other special qualities that help music stand on its own!

Summer Opportunities

Reach your target market. Promote your summer opportunities to thousands of teachers and students. Special notice is given to advertisements of summer opportunities in the April issue.

For More Information

For more information on *Wisconsin School Musician*, contact Mackenzie Pitterle, Development & Marketing Associate, Wisconsin School Music Association, 1005 Quinn Drive, Waunakee, WI 53597.

Phone: 608-850-3566 • Fax: 608-850-3515 • Email: mpitterle@wsmamusic.org

Wisconsin School Musician is owned and published by the Wisconsin School Music Association.

Editor: Kevin Thays Email: thaysk@wsmamusic.org

WSM Ad Sizes

Column Widths

Wisconsin School Musician is a three column magazine with a live area of 7¼ inches by 10 inches.

One column – 2¼" **Two** columns – 4¾" **Three** columns – 7¼"

Ads not matching column width will be sized to fit or floated.

Premium pages: Full color

Outside Back Cover: (8¾" W x 8⅞" H) including bleeds

Inside Covers: (8¾" W x 11¼" H) including bleeds

Two-thirds page
Horizontal
(7¼" W x 6½" H)

One-sixth page
Vertical
(2¼" W x 4⅞" H)

One-third page
Horizontal
(4¾" W x 4⅞" H or
7¼" W x 3⅜" H)

Half page
Horizontal
(7¼" W x 4⅞" H)

One-third page
Vertical
(2¼" W x 10" H)

Two-thirds page
Vertical
(4¾" W x 10" H)

Full page
(7¼" W x 10" H)
Full page
with bleeds
(8¾" W x 11¼" H)

One-sixth page
Horizontal
(4¾" W x 2⅜" H)

One-fourth page
(available in vertical
orientation only)
(2¼" W x 7⅜" H)

Half page
Vertical
(4¾" W x 7⅜" H)

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2016-2017 Advertising Contract

This contract, valid only for September 2016, January 2017 and April 2017, must be completed in full before advertising will be placed.

10%
Discount



- Yes
 No

I qualify for a 10% discount on all my ads because I am purchasing ads in all three issues and submitting my paperwork before July 22, 2016.

Please place the following advertisement(s) in *WSM* issue(s) specified below. We agree to pay the amount indicated.

Issue	No. of Ads (required field)	Size(s) (drop down menu)	Ad Orientation (for fractional ads only)		Cost (will compute automatically)
September 2016	_____	_____	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical	\$ _____
January 2017	_____	_____	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical	\$ _____
April 2017	_____	_____	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical	\$ _____
Totals	_____				\$ _____

Free Yes, I am placing a one-half page or larger ad OR advertising in all three issues. Post my web site link on wsmamusic.org and wmeamusic.org. My web address is: http://_____

Advertiser Name: _____ Person Placing Ad: _____

Phone: _____ Email: _____

Email invoice to be sent to (if different): _____

Purchase Order Number (if required on invoice): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Authorizing Signature: _____ Date: _____

Ad Artwork

- I would like the same ad to appear in each issue I've indicated above.
- My ad will change in each issue. New artwork will be uploaded at www.wsmamusic.org/ftp before 7/22/16 (September issue), 11/18/16 (January issue) and 2/17/17 (April issue).

Artwork Contact

- The person placing the ad above is sending the artwork.
- Artwork will be sent by: Person Sending Artwork: _____
Phone: _____ Email: _____

Authorization

Submission of this contract to WSMA by mail, fax or email is the expressed authorization of the advertiser for *Wisconsin School Musician* to publish the advertisement(s). Submitter of this contract agrees to be responsible for paying for the insertion(s), at the rate(s) listed above. Submission also denotes explicit acceptance of all terms and conditions on *Wisconsin School Musician* rate card in effect at the time of the contract.