

Wisconsin School Musician

www.WSMmagazine.org

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.

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