

# Wisconsin School Musician

[www.WSMmagazine.org](http://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](http://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](http://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](http://www.wsmamusic.org/ftp)