

# Wisconsin School Musician

www.WSMmagazine.org

## 2017-2018 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 2017	July 21, 2017
January 2018	November 17, 2017
April 2018	February 16, 2018

*Wisconsin School Musician* will accept space reservations and artwork after the deadline as space permits. Contact Kenzie Trezise at [kenziet@wsmamusic.org](mailto:kenziet@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 2017 • Well-Rounded With Music

Music is an integral part of a well-rounded education! With the passing of the Every Student Succeeds Act (ESSA), which lists "music" separately as a subject that a well-rounded student requires, we are reaffirmed of its important role in education – Music stands on its own, while complementing every other subject, and the benefits of music education are for life! In this issue, also dedicated to the Wisconsin State Music Conference, we share some tried and true (and new) ways music makes learning so great.

#### January 2018 • Practicing Inclusion

Teaching beyond the notes is a forte of music educators with the ability to reach young people through music and make a lasting, positive impression on their lives. The music classroom can be a melting pot for bringing students together in harmony, despite their differences. From special teaching methods and curriculum/environment adjustments to ideas for recruitment and retention, this issue explores the unique factors of today's diverse student body and how its many parts make a greater whole when we practice inclusion for real in the music classroom.

#### April 2018 • Engaging Support Systems

In the teaching world, the notion of stretched resources is an everyday "norm," and in spite of the increasing pressure on music educators to teach more with less, those who develop, nurture and utilize networks of support, ultimately never go it alone! This issue dives into effective ways of engaging support systems. From partnering with performing arts centers and organizations, to strengthening parent groups, to seeking financial support through grants, fundraising and more, we have your back on ways to keep students in the forefront while prioritizing the importance of music education in the eyes of the community and beyond.

#### 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 Kenzie Trezise, Development & Marketing Associate, Wisconsin School Music Association, 1005 Quinn Drive, Waunakee, WI 53597.

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

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