



ADVERTISING KIT

The College Music Society offers several means of advertising to musicians and institutions in higher education in the U.S. and Canada. We invite you to explore these possibilities.

CMS can help you **target your advertising to the music and higher education community.** Please get in touch with CMS whenever we can be of assistance to you with your advertising needs, whether sharing your products, services, or events, or reaching potential employees.

Get in touch with CMS by

- phone to 406.721.9616
- Email to cms@music.org
- visiting <http://www.music.org>
- writing to The College Music Society at

312 East Pine Street

Missoula MT 59802 USA

We look forward to working with you!



A CMS PRIMER

The Mission

The College Music Society promotes music teaching and learning, musical creativity and expression, research and dialogue, and diversity and interdisciplinary interaction. A consortium of college, conservatory, university, and independent musicians and scholars interested in all disciplines of music, the Society provides leadership and serves as an agent of change by addressing concerns facing music in higher education.

Our Commitment

Music in higher education is a large, highly productive world of work and activity. CMS is committed to securing the best possible relationship between the whole of music and its component parts; to maintaining support for the high levels of music expertise present on college, conservatory, and university campuses; to the importance of music teaching; and to the necessity of service to the public as a whole. CMS fosters the continuing education and renewal of all musicians, shares the creative results of professional music endeavor, develops and enhances music instruction, and celebrates the importance of teaching.

Our Members

Recognizing the richness of musical diversity and the challenge of balancing the traditions of the past with the possibilities of the future, the members of The College Music Society are united by a dedication to the science of learning and the art of teaching, and are engaged in a dialogue that will shape music performance, composition, teaching, and learning in the years ahead.

How?

The College Music Society gathers, considers, and disseminates ideas on the philosophy and practice of music. CMS creates forums in which individuals working in the various areas of music can interact and communicate, through

- *Professional Activities*—professional development events and conferences
- *Webinars*—online, interactive presentations concerning professional issues
- *College Music Symposium*—scholarship and performance online
- *The CMS Press*—five series of books and monographs
- *Career Development*—strategies for successful careers in music
- *Engagement*—with business and industry, higher education, local communities, and internationally



Advertise Through CMS

Advertise your products and services to U.S. and Canadian music faculty through CMS's well-maintained mailing lists. Reach specific, targeted audiences for product promotions, employment recruitment, workshop announcements, and other matters of importance to musicians in higher education. Advertise via the following:

Electronic Mail

CMS provides the means of sending professional announcements to the individual electronic mail addresses of musicians in higher education. Send announcements to faculty and administrators from any of 169 teaching and interest lists. Your announcement is also included in CMS's monthly electronic notice to members and institutions.

Direct Mail

Direct mail remains an effective means of advertising to both faculty and institutions, U.S. and Canada. Mailing labels may be selected from any of 169 lists of faculty in their teaching, performance, research, and specialty areas, as well as for administrators by specialty.

Music Vacancy List

Reach the single most highly trained and educated pool of potential music employees through the *Music Vacancy List*. The *MVL* is issued weekly to over 7,000 musicians. List your employment openings quickly and easily through CMS's online *MVL* form.

Conferences

Exhibit at CMS National Conferences through tables, focus groups, and conference app advertising.

College Music Symposium

Use sponsorships or display ads for promotion via College Music Symposium, the Society's online journal — <http://symposium.music.org>.



CMS Corporate Sponsorship Program

The CMS Corporate Sponsorship Program provides those in music business and industry the opportunity to take full advantage of CMS services while actively supporting music in higher education. Benefits to corporate sponsors include:

- **Mailing list rentals and electronic-notice distributions** — 10% discount

- **CMS National Conference** — enjoy the following:
 - a Basic Ad on the National Conference app
 - corporate recognition in National Conference advertising
 - recognition at the opening of conference plenary sessions
 - premium table placement, if exhibiting

- **College Music Symposium** — Six monthly corporate or product rotating advertisement(s)

- **Music Vacancy List** — 10% discount on all employment listings

Enroll Today!

The cost of the program is \$1,000 per year. Enroll as a **CMS Corporate Sponsor** and begin taking advantage of the above benefits! To enroll, please get in touch with CMS by phone or email.



National Conference Exhibiting and Advertising

The College Music Society offers several opportunities for exhibits and displays at its National Conferences. CMS National Conferences are held in the fall of each year and attract over 500 music faculty and students from colleges, conservatories, and universities.

Table-Top Exhibits

CMS makes available table-tops for exhibits of products, books, and materials. The exhibit area is located in a high-traffic area of the conference hotel, adjacent to the conference registration area. The conference schedule includes conflict-free exhibit time and refreshment breaks in the exhibit area. Exhibitors may reserve up to four tables or comparable space to display instruments or large products (e.g., pianos). Space constraints typically prevent CMS from accepting booth displays in its exhibit area.

Focus Groups

CMS provides the opportunity for exhibitors participating at the National Conference to sponsor a Focus Group. The Focus Group may be used for activities contributing to the discussion of music, education in music, and/or its related products, services, or support mechanisms. A Focus Group may be used by exhibitors for the following purposes:

- Introduction or demonstration of musical products and services, including instruments, publications, textbooks, recordings and other materials or equipment of benefit to music faculty and students, music researchers, composers, performers, and others working in the music field.
- Artists, clinicians, and small (6-8 person limit) demonstration groups. (Full performance groups or concerts are not possible due to space limitations.)
- Video presentations related to musical products, publications, or services.
- Other media directly relating to the research, teaching, creation, or presentation of music.

Duration is 45 minutes, with an additional 15 minutes allotted prior to the event for set-up and 15 minutes allotted afterwards for tear-down. Requests for multiple focus groups will be considered based on space availability. Priority is given to vendors exhibiting at the conference. All functions to be held as a Focus Group require the prior approval of Exhibit Management. Exhibitors are responsible for purchasing any needed audio-visual equipment, electrical connections, or Internet directly from the hotel.



Conference App Advertising

The College Music Society offers opportunities to advertise on the conference app. App advertising provides an excellent and cost-effective way of reaching the music and higher education community with your products, services, or events. The app contains the conference schedule and other general conference information and is used by attendees throughout the conference and as a reference thereafter.

Sponsorships

CMS offers an array of sponsorship opportunities including receptions, coffee breaks, concerts, lectures, and other events. Support music and higher education and bring increased attention to your company or institution through conference sponsorships.

Join CMS in Santa Fe this Fall!

CMS will hold its Fifty-Ninth National Conference October 27-29, 2016, at the Hotel Eldorado and Spa, Hilton Santa Fe Historic Plaza Hotel, and St. Francis Auditorium in Santa Fe, New Mexico. The conference will be held in conjunction with the 2016 National Conference of the Association for Technology in Music Instruction (ATMI), National Association of College Wind and Percussion Instructors (NACWPI), and Pi Kappa Lambda (PKL).



2016 CMS National Conference

The College Music Society will hold its 2016 National Conference in Santa Fe, New Mexico, October 27-29. We invite you to exhibit onsite at the conference.

CMS Offers Three Exhibit Levels

Bronze Level - \$500 (\$1,000 value)

- One (1) Exhibit Table (additional tables available at \$300 each)
- Two (2) Attendee Registrations (\$550 value) (additional registrations at discounted rate of \$250 each)
- Sponsor listing in Guidebook app
- Logo on conference website
- Post-conference e-notice to conference attendees (within 45 days of event)

Silver Level - \$1,000 (\$1,500 value)

- Two (2) Exhibit Tables or equivalent combination of table & piano space (additional tables available at \$300 each)
- Two (2) Attendee Registrations (\$550 value) (additional registrations at discounted rate of \$250 each)
- Sponsor listing in Guidebook app
- Logo on conference website
- Post-conference e-notice to conference attendees (within 45 days of event)
- Rotating basic banner ad in Guidebook app (\$175 value)

Gold Level - \$1,500 (\$2,500 value)

- Three (3) Exhibit Tables or equivalent combination of table & piano space (additional tables available at \$300 each)
- Three (3) Attendee registrations (\$825 value) (additional registrations at discounted rate of \$250 each)
- Sponsor listing in Guidebook app
- Logo on conference website & conference e-advertisements
- Rotating enhanced banner ad in Guidebook app (\$225 value)
- Premium placement in exhibit area
- Pre-conference e-notice to conference attendees (content due September 15)
- Post-conference e-notice to CMS membership for single specialization code (within 45 days of event)

To Reserve Exhibit Space

Please complete the online exhibit application form by September 1, 2016. We will confirm and provide all required details.



Current Prices

(as of April 2016)

Professional Notices by Email

Price depends on quantity.

Direct Mail

Price depends on quantity.

Employment Opportunities

\$250 plus \$95 for additional weeks.

College Music Symposium Online Display Ads

Price depends on duration of display.

National Conference

Conference Exhibiting

Bronze Level - \$500

Silver Level - \$1,000

Gold Level - \$1,500

Exhibitor Focus Groups - \$250 for Onsite Exhibitors / \$325 for Non-Exhibitors

Conference App Advertising

Basic Ad - \$175 for Onsite Exhibitors / \$225 for Non-Exhibitors

Enhanced Ad - \$225 for Onsite Exhibitors / \$275 for Non-Exhibitors

Conference Sponsorship - \$2,500

Lecture Sponsorships - \$2,500

Event Sponsorships: Opening Reception or Closing Reception - \$15,000

Special Events - \$1,500 to \$2,000

Named Events - \$2,000 to \$3,000

Pre-Conference Workshops - \$500 or greater

International Conference

Negotiable

CMS Summits

Reception \$3,000; Coffee service \$500