

THE COLLEGE MUSIC SOCIETY

Additional Advertising Opportunities – Winter/Spring 2010

The College Music Society is offering a special opportunity to advertise in the program books for the inaugural CMS Summit and the nine 2010 CMS Regional Chapter conferences. The Summit will be held in Nashville, Tennessee, January 15-17, 2010, and the Chapter conferences will be held throughout the United States February through April. These conferences will attract prominent music educators from colleges, conservatories, and universities throughout the U.S. and Canada. We would like to help you reach this important population through program book advertising.

• CONFERENCE PROGRAM BOOK ADVERTISING •

CMS conferences provide an excellent and cost-effective way of reaching the music and higher education community. Your ad will appear in all conference program books produced for the Summit and the nine Regional Conferences. The 8 ½ x 11" books will be referenced by attendees throughout the conferences and for years to come. Rates are ½ page—U.S. \$200; full page—U.S. \$250. Black and White only.

- *To take advantage of this unique advertising opportunity, simply complete and return the application form to the CMS Executive Office.* •
- *The deadline for submitting materials is December 15, 2009.* •

Questions?

Get in touch with Julie L. Johnson at The College Music Society

telephone: 800-729-0235

e-mail: data@music.org

The College Music Society
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phone: (406) 721-9616 • fax: (406) 721-9419
e-mail: cms@music.org • *Web address:* <http://www.music.org>

The College Music Society

Summit and Conference Advertising – Winter/Spring 2010

— PROGRAM BOOK ADVERTISING —

We must receive the following information by 15 December 2009 in order to include your organization in the Summit and Regional Chapter conference program books.

Name of Organization _____

Address _____

City-State/Province-Zip/Postal Code _____

Country _____

Contact Person _____ Phone _____

Fax _____ E-Mail _____

Section A: Number of Pages Needed

_____ Full Page(s) @ U.S. \$250

_____ Half Page(s) @ U.S. \$200

Total \$ _____

Section B: Specifications

Full Page Dimensions: 7.75" x 10.25"

½ Page Horizontal Dimensions: 7.75" x 4.75"

Section C: Accepted Advertising Formats:

The College Music Society Program books are published in Adobe InDesign CS2 on a PC platform. It is printed using standard offset lithography at 133 lines per inch. Preferred format is .pdf at a resolution of 300 ppi / actual size. We also accept InDesign version CS2 (or earlier) files with all fonts and support, Adobe Illustrator .eps files (PC) with fonts converted, or .tif files (PC) at a resolution of 300 ppi / actual size used. Please send the ad via electronic mail to profact@music.org

Section D: Payment Options

_____ Check/Money Order Enclosed (must be drawn in U.S. funds on a prime U.S. bank and made payable to The College Music Society.)

_____ VISA _____ MasterCard _____ AMEX _____ Discover

Credit Card #: _____ Exp. Date: _____ Security Code _____

Signature: _____

Credit Card Billing Address: _____

Return with payment to: The College Music Society, 312 East Pine Street, Missoula MT 59802 USA