

The Orff Echo

2009-10 Advertising Rates and Specifications

(Same ad rates since 2007!)

This quarterly (seasonal) publication is published and distributed by the American Orff-Schulwerk Association, a non-profit educational organization for music teachers and other interested persons. Advertising is subject to acceptance.

Closing dates for <i>The Orff Echo</i>:	<u>ISSUE</u>	<u>ORDER BY</u>	<u>SEND MATERIALS BY</u>
	Fall (mails late Sep.).....	July 15	August 1
	Winter (mails mid-Dec.).....	October 15	October 31
	Spring (mails mid-Mar.).....	January 15	January 30
	Summer (mails mid-June)....	April 15	May 1

Advertising Rates and Sizes

All rates are net. Billing is done upon publication. First-time advertisers must pre-pay (by credit card or by check payable to AOSA and sent – with advertising order copy – to: Executive Director, AOSA, PO Box 391089, Cleveland, OH 44139 - 8089.) Advertisers in four consecutive issues earn a 10% discount on their advertising in *The Orff Echo* and the *AOSA Conference Book*.

Ad Size (Shape)	Width	Height	REGULAR Rate	INDUSTRY MEMBER Rate (5% discount)
Full Page.....	7 1/2".....	10"	\$970.....	\$922
2/3 Page (vertical).....	4 7/8"	10"	\$725.....	\$689
1/2 Page (island).....	4 7/8".....	6 7/8".....	\$680.....	\$646
1/2 Page (horizontal)....	7 1/2".....	4 7/8".....	\$585.....	\$556
1/2 Page (vertical).....	3 5/8".....	10".....	\$585.....	\$556
1/3 Page (square).....	4 7/8".....	4 7/8".....	\$435.....	\$413
1/3 Page (vertical).....	2 5/16".....	10".....	\$435.....	\$413
1/4 Page (vertical).....	3 5/8".....	4 7/8".....	\$325.....	\$309
1/4 Page (horizontal)....	4 7/8".....	3 5/8".....	\$325.....	\$309
1/6 Page (vertical).....	2 5/16".....	4 7/8".....	\$250.....	\$238
1/8 Page (horizontal)....	3 5/8".....	2 5/16".....	\$195.....	\$185

R.O.P Color Rates (add to space rate above)	REGULAR Rate	INDUSTRY MEMBER Rate (5% discount)
2-Color.....	\$350.....	\$333
4-Color.....	\$520.....	\$494

Cover Rates (full page; 4-color included)	REGULAR Rate	INDUSTRY MEMBER Rate (5% discount)
Back Cover.....	\$1,785.....	\$1,696
Inside Front Cover.....	\$1,735.....	\$1,648
Inside Back Cover.....	\$1,685.....	\$1,605

Advertising Formats for Submittal

In PDF, EPS, TIFF, QuarkXpress, Adobe Illustrator, Adobe Photoshop format. Include all supporting elements (fonts and high resolution images). Files may be transferred by Email or Disk (CD, DVD, ZIP or JAZZ disk).

If emailing: Email to moondesign@comcast.net and sdilauro@larichadv.com.

(Put your company name followed by "Orff Echo" in the "Subject" line.)

If mailing: Mail materials and a copy of the order to: Stewart Moon, Moon Design
1320 S. College Mall Rd.
Bloomington, IN 47401
Phone: 812-322-3808; Fax: 866-204-2714

Note: Color ads must be accompanied by a hard-copy color proof for color reproduction quality to be guaranteed.

Advertising orders should be faxed/sent to: Steve DiLauro, LaRich and Associates, Inc
15300 Pearl Road, Suite 112
Strongsville, OH 44136
Phone: 440-238-5577 Fax: 440-572-2976
E -mail: sdilauro@larichadv.com