

The Orff Echo

2007-08 Advertising Rates and Specifications

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.).....	August 1	August 15
	Winter (mails mid-Dec.).....	October 25	November 5
	Spring (mails mid-Mar.).....	January 15	February 1
	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. (Make check payable to AOSA and send – with advertising order copy – to: Executive Director, AOSA, PO Box 391089, Cleveland, OH 44139 - 8089.) A 10% discount will be given on advertising in the *AOSA Directory* if advertiser is also advertising in four consecutive issues of *The Orff Echo*.

<u>Ad Size (Shape)</u>	<u>Width</u>	<u>Height</u>	<u>REGULAR Rate</u>	<u>INDUSTRY MEMBER Rate (5% discount)</u>
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)	<u>REGULAR Rate</u>	<u>INDUSTRY MEMBER Rate (5% discount)</u>
2-Color.....	\$350.....	\$333.....
4-Color.....	\$520.....	\$494.....

Cover Rates (full page; 4-color included)	<u>REGULAR Rate</u>	<u>INDUSTRY MEMBER Rate (5% discount)</u>
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 Disk, FTP, or Email (CD, DVD, ZIP or JAZZ disk).

If using FTP: Host address is: **74.126.193.253**; Log in is: **visitor**; Password is: **opening**

If emailing: Email to glen@glenfeldman.com and sdilauro@larichadv.com.

(Put "AOSA MDRG" and your company name in the "Subject" line.)

If mailing: Mail materials and a copy of the order to: Glen Feldman, Echo Graphics

PO Box 17131 (2217 Table Drive for "overnight" delivery)

Golden, CO 80402 (80401 for "overnight" delivery)

Phone: 303-216-1833

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