



AOSA Conference Book

2006 Advertising Rates and Specifications

This publication is published 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 2006 Conference Book

(Distributed at AOSA Conference)

ORDER by September 15
SEND MATERIALS by October 1

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: [ftp.cobbfiles.com](ftp:cobbfiles.com)
Log in is: **guest**
Password is: **quality**

If emailing

Email to prepress@cobbinc.com
Put "AOSA Conference Book" in the "Subject" line;

NOTE: Submit a hard-copy, color proof for all color ads to verify color match. Color reproduction quality not guaranteed without such a proof.

Conference Book 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

Conference Book advertising materials and a copy of the order should be sent to :

Den Grawe
The Cobb Group
PO Box 141157
Cincinnati, OH 45250-1177
Phone: 859-291-1146 Fax: 859-655-2482
Or send electronically to BOTH:
prepress@cobbinc.com & info@aosa.org

Advertising Rates and Sizes:

All rates are net. Billing will be done at the time of publication. First-time advertisers are required to pre-pay. (Make check payable to AOSA and send – with a copy of your advertising order – to: Executive Director, AOSA, PO Box 391089, Cleveland, OH 44139 - 8089.) A 10% discount will be given on advertising in the *AOSA Conference Book* if advertiser is also advertising in four consecutive issues of *The Orff Echo*.

SIZE	WIDTH	HEIGHT	COST
Full Page	7 1/2"	9 7/8"	\$880
Full Page (tabbed divider)	7 1/2"	9 7/8"	*\$1575
2/3 Page (vertical)	4 7/8"	9 7/8"	\$660
1/2 Page (island)	4 7/8"	6 7/8"	\$620
1/2 Page (horizontal)	7 1/2"	4 7/8"	\$530
1/2 Page (vertical)	3 5/8"	9 7/8"	\$530
1/3 Page (square)	4 7/8"	4 7/8"	\$395
1/3 Page (vertical)	2 5/16"	9 7/8"	\$395
1/4 Page (vertical)	3 5/8"	4 7/8"	\$295
1/4 Page (horizontal)	4 7/8"	3 5/8"	\$295
1/6 Page (vertical)	2 5/16"	4 7/8"	\$225
1/8 Page (horizontal)	3 5/8"	2 5/16"	\$175
R.O.P Color Rates (add to space rate)			
2-Color			\$315
4-Color			\$475

* **Cover Rates for Conference Book Tabbed Divider Pages**
(full-fage, four-color included)

Ad Dimensions

AOSA 2006 CONFERENCE BOOK

DIVIDER
FULL
PAGE
7 1/2"
x
9 7/8"

FULL PAGE
7 1/2"
x
9 7/8"

2/3
PAGE
VERTICAL
4 7/8"
x
9 7/8"

1/2
PAGE
ISLAND
4 7/8"
x
6 7/8"

1/2
PAGE
VERTICAL
3 5/8"
x
9 7/8"

1/2
PAGE HORIZONTAL
7 1/2"
x
4 7/8"

1/3
PAGE
SQUARE
4 7/8"
x
4 7/8"

1/4
PAGE
VERTICAL
3 5/8"
x
4 7/8"

1/4
PAGE
HORIZONTAL
4 7/8"
x
3 5/8"

1/3
PAGE
VERTICAL
2 5/16"
x
9 7/8"

1/6
PAGE
VERTICAL
2 5/16"
x
4 7/8"

1/8
PAGE HORIZONTAL
3 5/8"
x
2 5/16"