

2005-2006

AOSA Membership Directory & Resource Guide

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 2005-06 Directory

(to mail January 2006)

ORDER by November 15

SEND MATERIALS by December 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: 64.176.162.145

Log in is: visitor

Password is: opening

If emailing

Email to both caprice@capricelawless.com and glen@glenfeldman.com; Put "AOSA Membership Directory" 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.

Directory 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

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

Caprice Lawless
Communications Director
American Orff-Schulwerk Association
368 S. McCaslin Blvd. #102
Louisville, CO 80027 USA
303-604-2768

Or send electronically to BOTH:

caprice@capricelawless.com & glen@glenfeldman.com

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 *Membership Directory and Resource Guide* 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 (full page, four-color included)

Back Cover	\$1,620
Inside Front Cover	\$1,575
Inside Back Cover	\$1,530

* **NEW:** Tabbed Divider Pages (Full-Page): \$1,575 (rate includes 4-color)

NEW: Black & white Logo icon to accompany listing(s) of AOSA Industry Members (in the "Industry Members" section) and Institutions sponsoring AOSA-approved Teacher Training Courses (in the NEW-with-this-edition "Professional Development" section): \$50 each**

**AOSA Industry Members may select 2 listing categories"

High-Impact Advertising/Literature Distribution Brochures, fold-out posters or multi-page inserts can be arranged. Contact Steve DiLauro

Ad Dimensions

