



The Orff Echo

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 The Orff Echo

ISSUE	ORDER BY	SEND MATERIALS BY
Fall (mails mid-Sep.)	July 15	August 1
Winter (mails mid-Dec.)	October 15	November 1
Spring (mails mid-Mar.)	January 15	February 1
Summer (mails mid-June)	April 15	May 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 "The Orff Echo" 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.

Echo 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

Echo 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
Phone: 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
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 The Orff Echo (full page, four-color included)

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

Ad Dimensions

The Orff Echo

THE ORFF ECHO

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"