

# Massachusetts Music Educators Journal

Advertising Rates 2026–2027

## Table 1: Digital Quarterly Issues

Fall · Winter · Spring/Conference · Summer

| Ad Placement         | Ad Size       | B&WNon-Profit/Higher Ed | ColorNon-Profit/Higher Ed | B&WCorporate | ColorCorporate |
|----------------------|---------------|-------------------------|---------------------------|--------------|----------------|
| Back Cover           | 7½" W × 10" H | N/A                     | \$450                     | N/A          | \$600          |
| Inside Cover         | 7½" W × 10" H | N/A                     | \$400                     | N/A          | \$550          |
| Full Page            | 7½" W × 10" H | \$300                   | \$350                     | \$400        | \$500          |
| Half Page Vertical   | 4½" W × 7" H  | \$205                   | \$250                     | \$300        | \$350          |
| Half Page Horizontal | 7½" W × 5" H  | \$205                   | \$250                     | \$300        | \$350          |
| 1/3 Page             | 2½" W × 10" H | \$175                   | \$185                     | \$235        | \$250          |
| 1/4 Page             | 4½" W × 4½" H | \$150                   | \$160                     | \$200        | \$215          |

Live link add-on: \$75 flat rate for a clickable link embedded in a digital issue ad.

Frequency discounts (quarterly issues only): 15% for all 4 issues · 10% for 3 issues · 5% for 2 issues.

## Table 2: All-State Concert Program (Printed)

Distributed to approximately 2100 attendees at the annual All-State Concert in March.

| Ad Placement         | Ad Size       | B&WNon-Profit/Higher Ed | ColorNon-Profit/Higher Ed | B&WCorporate | ColorCorporate |
|----------------------|---------------|-------------------------|---------------------------|--------------|----------------|
| Back Cover           | 7½" W × 10" H | N/A                     | \$540                     | N/A          | \$720          |
| Inside Cover         | 7½" W × 10" H | N/A                     | \$480                     | N/A          | \$660          |
| Full Page            | 7½" W × 10" H | \$360                   | \$420                     | \$480        | \$600          |
| Half Page Vertical   | 4½" W × 7" H  | \$245                   | \$300                     | \$360        | \$420          |
| Half Page Horizontal | 7½" W × 5" H  | \$245                   | \$300                     | \$360        | \$420          |
| 1/3 Page             | 2½" W × 10" H | \$210                   | \$220                     | \$280        | \$300          |
| 1/4 Page             | 4½" W × 4½" H | \$180                   | \$190                     | \$240        | \$260          |

Rates reflect a 20% premium above digital quarterly rates.

Frequency discounts do not apply to the All-State Concert Program.

Live link add-on does not apply (printed publication).

**Mechanical Specifications**

Page size is 8.5" x 11" trimmed; three columns per page. Type page size is 7.5" width (45 picas), 10" length (60 picas), and 2.25" column width (14 picas). 133 line screen used. Emulsion down. Bleeds ads accepted. Color and black and white photos accepted. Ads should be supplied as reproduction proof, offset negative, in PDF or In Design files. The Annual All-State Concert Program is printed offset and is saddle stitched. Artwork may be emailed to the Business Manager.