

THE 2014 MTNA NATIONAL CONFERENCE

Advertise with us during the 2014 MTNA National Conference at the Chicago Marriott Downtown Magnificent Mile, March 22–26. Promote your product or service to conference attendees and you will reach an attentive audience of independent and collegiate music teaching professionals from all over the country, eager to learn about the latest teaching tools, techniques and technology. This year, we look forward to seeing your advertisement in the National Conference Program Book.



Publication Dates & Deadlines

Conference Program Books will be issued at the Conference.

Reservation and Artwork Deadline: December 13, 2013

Cover Artwork Deadline: December 3, 2013

Program Book Advertising Rates

Cover	9¼" x 11½"	\$1,485
Spread	18½" x 11½"	\$1,795
Full Page	7⅝" x 10"	\$800
Full Page Bleed	9¼" x 11½"	\$900
1/2 Page	7⅝" x 4⅞" (horizontal only)	\$450
1/4 Page	3⅝" x 4⅞" (vertical only)	\$350

Color ads will be available throughout the program book for an **additional \$150 per ad**.

Billing Information

First-time advertisers who have not established credit must prepay for advertising space. Thirty days net will be given to companies with preapproved credit rating. Balances not paid within 30 days of invoice date will be subject to a service charge of 1.5 percent per month. Cancellation of a contract for a cover will be accepted prior to December 3, 2013, with written notice by the advertiser or publisher. Cancellation of a contract for other pages will be accepted prior to December 13, 2013, with written notice by the advertiser or publisher. Cancellations after this date will be billed at the stated rate.

Advertising Art Specifications

- PDFs are the preferred file format. Artwork must be saved as high resolution (300 dpi minimum) CMYK or grayscale files.
- Other digital formats will also be accepted and **must** be submitted as a Quark Express or InDesign file, or in TIF, JPEG or EPS format on CD or via e-mail to advertising@mtna.org. An additional cost will be charged for any file not sent in one of these formats.
- For Quark or InDesign files, please supply ALL fonts—printer and screen (including any font used by an imported graphic that has not been converted to outlines). Supply all supporting graphic files used in your ad.
- Trim size is 9" x 10⅝". Keep all live matter ⅝" inside trim on full-page ads.

Additional Promotional Opportunities

The 2014 MTNA National Conference Coupon Book provides an excellent way to attract attendees to your booth.

- Ad must be submitted as a high resolution artwork (minimum 300 dpi) black-and-white or grayscale.
- PDF, JPEG, TIF and EPS file formats are acceptable.
- The file must be 8"x 3".
- A link to upload your coupon book artwork will be sent to you.

Late artwork will not be included. Reserve your spot today by completing your exhibitor contract and sending your **\$150** inclusion fee.

Additional promotional opportunities, including receptions and cocktail sponsorships, are also available. Contact Tonya Schauer, meetings associate, at (888) 512-5278, ext. 245, or tschauer@mtna.org for more information.

To place your ad,
contact **Chad Schwalbach**
(888) 512-5278, ext. 232
advertising@mtna.org

