



**A**dvertise with us during the 2017 MTNA National Conference in Baltimore, Maryland, March 18–22. Promote your product or service to an audience that will include independent and collegiate music teaching professionals from all over the country, eager to learn about the latest teaching tools, techniques and technology. New this year—all program book cover ads, two-page spreads and full page ads will receive a complimentary digital rotating banner advertisement on the Conference’s *Guidebook* app!

### PUBLICATION DATES AND DEADLINES

Conference Program Books will be issued to all Conference attendees.

**Reservation and Artwork Deadline: December 8, 2016**

**Cover Artwork Deadline: December 2, 2016**

### PROGRAM BOOK ADVERTISING RATES

Cover	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$2,000
Spread	18 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$2,200
Full Page Bleed	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$1,200
1/2 Page	7 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " (horizontal only)	\$700
1/4 Page	3 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " (vertical only)	\$500

*Guidebook* App Rotating Banner Ads 600 pixels X 110 pixels  
Complimentary with purchase of cover, spread and full page ads. (PNG or JPG files only)

Ad Rates include four color. There are no discounts available for black and white ads.

### 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 2, 2016, with written notice by the advertiser or publisher. Cancellation of a contract for other pages will be accepted prior to December 8, 2016, 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 TIF, JPEG or EPS format on CD or via e-mail to [advertising@mtna.org](mailto:advertising@mtna.org). An additional cost will be charged for any file not sent in one of these formats.
- Trim size is 9" x 10<sup>7</sup>/<sub>8</sub>". Keep all live matter <sup>3</sup>/<sub>8</sub>" inside trim on full-page ads.
- Complimentary *Guidebook* App banner ads must be 600px wide x 110px tall and submitted as a PNG or JPG file ONLY. Advertisers must also provide a URL to which the banner will direct when tapped.

### ADDITIONAL PROMOTIONAL OPPORTUNITIES

Contact Tonya Schauer, meetings and members services manager, at (888) 512-5278, ext. 245, or [tschauer@mtna.org](mailto:tschauer@mtna.org) for information on additional promotional opportunities. These include exhibitor booths, exhibitor coupon book advertisements, receptions sponsorships and cocktail sponsorships.



**To Place Your Ad Contact Chad Schwalbach**  
**[advertising@mtna.org](mailto:advertising@mtna.org) (888) 512-5278 Ext. 232**