



William McDevitt, editor  
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<http://www.njmea.org>



**All electronic ads (pdfs) should be sent to [wmcdevittnjmea@gmail.com](mailto:wmcdevittnjmea@gmail.com)**  
**All billing inquiries should be sent to Deborah Sfraga, 1806 Hwy 35, Suite 201, Oakhurst, NJ 07755**  
**or [debnjmea@aol.com](mailto:debnjmea@aol.com)**

Dear Friend of Music Education:

*TEMPO* Magazine, The Official Magazine of the New Jersey Music Educators Association, has the third largest (3570 per issue) circulation of all the state music magazines. NJMEA continues to print all issues of the magazine and, also, produces an electronic copy which is posted on the [njmea.org](http://njmea.org) website with almost all links active. Complete past issues of the magazine are also online with all ads intact with active links.

Please examine the enclosed rate card and advertising contract and note the low prices for adding color to advertisements contained inside the magazine. These prices are much less than the cost *TEMPO* Magazine incurs to publish in color and passes the savings to our advertisers. We do this to make color affordable to our advertisers and to provide a more modern look to the magazine.

**Once again, the NJMEA February State Music Conference to be held on February 18-20, 2021 at the Convention Center in Atlantic City. This conference has attracted 1200 music teachers from all over the state of NJ and our recent move to this venue has been an excellent choice for advertising and exhibiting.**

1. October Issue: Back to school; November NJEA Convention, and All-State Orchestra/Chorus/Jazz.  
NJ schools produce their budgets for the following year at this time.
2. January Issue: February NJMEA Conference Issue; All-State Bands & Women's Chorus.  
The NJMEA Conference is the 2nd largest MEA conference in the country. Great for exhibiting too!  
(Please see [njmea.org](http://njmea.org)>Conferences for more information on exhibiting.)
3. February Conference Book: Available as additional advertising with all ads able to be printed in color for one low price.
4. March Issue: Special Events Information; ie. Election Issue (odd years), Technology, Special Education, etc.
5. May Issue: Calendar, Election Results Issue (odd years), Solo Lists and School Closing Information.

We encourage you to continue your involvement in Music Education here in New Jersey by sharing your programs, workshops, services, and activities with our membership by advertising in *TEMPO* Magazine.

I am looking forward to hearing from you soon. Ads for October are due by August 1st. Please return your contract to enable me to keep track of ads for the year.

Advertisers may now pay by credit card if desired. Please contact Deborah Sfraga at [debnjmea@aol.com](mailto:debnjmea@aol.com) for information on this procedure and all questions regarding billing.

Regards,  
William McDevitt  
Editor

**NEW JERSEY MUSIC EDUCATORS ASSOCIATION**

A state unit of the National Association for Music Education and an affiliate of the New Jersey Education Association



**• ADVERTISING CONTRACT •**  
**October, January, March, May TEMPO, plus February Conference Book**

\* Advertisers may also wish to advertise in the February Conference Book. Ad placement will be determined by the editor. Contracts for the October issue must be received by August 1st.

**NOTE: PDF ads MUST include the embedded fonts in order to print correctly.**



	Full Page (7.5 x 10)	2/3 Page (7.125 x 6.66) or (4.625 x 10)	1/2 Page Horizontal (7.5 x 5)	1/3 Page (4.625 x 5), or (7.125 x 3.33)	1/6 Page (2.25 x 5) or 4.625 x 2.5		
	BW \$350 Color \$800	BW \$290 Color \$790	BW \$235 Color \$735	BW \$175 Color \$675	BW \$120 Color \$620		
October Issue (closing 8/1)							
January Issue (closing 11/1)							
March Issue (closing 1/15)							
May Issue (closing 3/15)							
<i>Please Check If Using Color</i> →							
February Conference Book (closing 1/15) →							
						*Convention Booklet - Full Page Color 7 1/2" x 10" (Feb. 22-24)	*Convention Booklet - 1/2 Page Color 7 1/2" x 5" (Feb. 22-24)

**PLEASE PRINT ALL INFORMATION CLEARLY**

Advertiser: \_\_\_\_\_

Ad Agency: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Agency Address: \_\_\_\_\_

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ad Agency Signature

\_\_\_\_\_  
Date

Telephone: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

E-mail: \_\_\_\_\_



## MAILING ADDRESS

TEMPO Magazine  
 William McDevitt, Editor  
 1806 Hwy 35, Suite 201  
 Oakhurst, NJ 07755  
 wmcdevittnjmea@gmail.com  
 Tel: 732-508-9770

# TEMPO Magazine - Rate Card No. 39 *effective June 1, 2020*

### 1. PERSONNEL

William McDevitt, Editor

Deborah Sfraga, Executive Secretary-Treasurer

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*Please contact Deborah Sfraga for information concerning paying by credit card.*

### 2. REPRESENTATIVE

No advertising representative.

No Commissions or Discounts Provided.

### 3. GENERAL

Bill issued following publication ( includes tear sheet and mailed copy of magazine).

80 to 96 pages; average 88 pages. Electronic versions put online at no extra charge.

News Releases from the Music Industry considered on basis of news value to the music education profession and available space.

### 4. COVERS

**(Only 4 color ads are being accepted at this time)**

Outside, back cover (4 color)

Inside, front or back covers (4 color)

**Four Issues (each)**

\$875.00

\$810.00

**Single Issues (each)**

\$1,200.00 (8.375 x 8 + 2 for label)

\$1,100.00 (8.375 x 8.875)

### 5. SPECIAL POSITIONS

No additional charge; advertiser's requests will be adhered to whenever possible.

### 6. COLOR

Special – additional spot color is available on cover ads for \$75 if same color as front cover is used.

### 7. GENERAL ADVERTISING RATES

Ads which exceed the specified sizes will be charged at next ad size.

	<u>All Measurements In Inches</u>	<u>1color or black/white</u>	<u>4 color</u>
Full Page	(7.5 x 10)	\$350.00	\$800.00
Two Thirds Page	(7.125 x 6.66 or 4.625 x 10)	\$290.00	\$790.00
Half Page Horizontal	(7.5 x 5)	\$235.00	\$735.00
One Third Page	(4.625 x 5 or 7.125 x 3.33)	\$175.00	\$675.00
One Sixth Page	(2.25 x 5 or 4.625 x 2.5)	\$120.00	\$620.00

### 8. CONTRACT & COPY REGULATIONS

Ads produced from supplied rough copy: \$60.00 per hour.

Reduction of Camera Ready Ads; line copy only \$15.00.

Reproduction proofs and negatives only to size.

**9. ELECTRONIC ADS**

Display ads are accepted in electronic form by either pdf file via e-mail (wmcdevittnjmea@gmail.com) or on disk (CD).  
Mail all materials to: William McDevitt, Editor; 1806 Hwy 35, Suite 201, Oakhurst, NJ 07755

**We prefer High Resolution PDF's that are Print Ready or PDFX.**

**If that is not possible then Native files with all fonts, high res. scans and art embedded in CMYK must be supplied.**

**10. MECHANICAL SPECIFICATIONS**

Trim size: 8.375 x 10.875 inches. (The back outside cover will be 8.375 x 8 to allow space for the address label)  
Insert size: 4 page insert size 11.5 x 17 w/.25 offset on page 4  
Unit sizes, see General Advertising Rates.  
Width of columns: 2.3125inches.  
Space between columns: .25 inches.  
Depth of column: 9.6875 inches.  
Three columns per page, app. 70 lines per column.  
Glossy prints preferred.  
Offset printing.  
Saddle-stitch binding. (Perfect binding when issue exceeds 96 pages).  
#60 Matte coated text.  
Covers: 100 pound Gloss Cover  
Line Screen: 150 line screen recommended.

**11. CIRCULATION (as of May 2014)**

Music Educators in New Jersey .....	3000
Music Education Students .....	270
Exchange, NAFME and Other State Officers.....	190
Advertisers and MIC.....	105
Total per Issue.....	3570

**12. MISCELLANEOUS**

Subscription to members included in annual dues.  
Non-member subscription price: \$20.00 per year, \$5.00 per copy.  
Pre-printed pages (11" x 17") should be shipped directly to:  
Spectrum Printing, Inc.  
1160 Enterprise Road  
East Petersburg, PA 17520  
717-569-3200  
Pre-printed pages should arrive no later than the 15th of the month prior to deadline.  
October and January are convention issues.

**13. ISSUANCE DATES            AND            CLOSING DATES**

October	—	August 1
January	—	November 1
March	—	January 15
May	—	March 15

**14. FEBRUARY CONFERENCE BOOK**

February Conference Book Ads are due by January 15th (attendance at this conference is expected to be 1200 members).  
Please note that this is a separate advertisement from the magazine.  
Ads which are contracted for but not received by January 15th may not be included in the booklet due to publishing constraints.

<b>Convention Booklet Half Page</b>	<b>7.5 x 5 (horizontal)</b>	<b>\$200.00 4 Color included in price</b>
<b>Convention Booklet Full Page</b>	<b>7.5 x 10</b>	<b>\$300.00 4 Color included in price</b>

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