

ADVERTISING MEDIA RATES

MODERN **BAND** JOURNAL

FOR AND BY MUSIC EDUCATORS



The Only Magazine for Modern Band Educators

modernbandjournal.com

MODERN BAND JOURNAL

FOR AND BY MUSIC EDUCATORS

The **"HOW TO"** Magazine
for the Modern Band Educator!

FROM THE PUBLISHERS OF:

MMR
MUSICAL MERCHANDISE REVIEW

S&O
SCHOOL BAND & ORCHESTRA

Choral Director
THE CHORAL DIRECTOR'S MANAGEMENT MAGAZINE

Modern Band Journal is an exclusive print, iOS/Android, and digital magazine dedicated to providing school and independent educators with practical, hands-on ideas and techniques for teaching the new modern band methods. Over 10,000 readers will find a wealth of articles from educators and other professionals on topics including planning instrument purchases, repertoire, vocal/instrumental techniques, creative performances, recording and technology, live sound, and so much more! Your advertisement in this highly targeted title provides your business maximum exposure.



Providing Exposure to
10,000+

Elementary, Middle High School,
College Educators Teaching Modern Band

Plus thousands more with our digital edition!



Editorial Focus:

Modern Band Journal features practical, hands-on editorial content written by leading educators, industry experts, and trusted educational resources covering all things modern band, including:

PROFILES – Featuring the best and brightest stars teaching in the modern band movement today.

INTERVIEWS – with modern band supporters, personalities, even celebrity musicians getting behind this new category of music education at all grade levels.

TECHNIQUES – instrumental techniques on the wide variety of different instruments used in modern band.

PRODUCT BUYERS GUIDES – Covering instruments, technology, live sound systems, microphones, electronic music gear, accessories, and more. If it's used in the modern band room, we make sure educators know if the product is a good fit for their students and classes.

NEWS – We will keep our eyes and ears open and deliver the news impacting not only modern band but music education across the board.

TECHNOLOGY – Recording software and hardware explored for the most effective uses in the classroom, stage, and studio, along with live sound systems, lighting, microphones and everything in the signal path.

PERFORMANCE – In-depth articles on preparing appropriate ability-level performances that are innovative, exciting, educational, and meet standards.

TECHNIQUES – instrumental techniques on the wide variety of different instruments used in modern band.

FESTIVALS and TRAVEL - From adjudicated opportunities to regional, national travel opportunities, we spotlight the destinations and opportunities that modern band student groups have for showcasing their hard work with live performance opportunities at home, or on the road.

Print ❖ iOS/Android ❖ e-Marketing ❖ Digital

modernbandjournal.com

INFORMED INSPIRATION – EVERY ISSUE OF MODERN BAND JOURNAL COVERS INSTRUMENTS, VOCALS, LIVE SOUND, RECORDING, AND MORE WITH FEATURED COLUMNS

- **MUSIC PERFORMANCE|MUSIC EDUCATION:** Current News, New Products & Services, Related/Support Organization Updates, Student Workshops, Festivals for Modern Band
- **BEST PRACTICES|LEARNING:** Instrumental and Performance Technique/Concepts, Travel & Destinations, Program Expansion/Fundraising, Equipment Purchasing and Care
- **INFLUENCERS|LEADERSHIP:** Advocacy and inclusion issues, leading educators, non-profit partners in music education, foundations, think-tank experts, and more

ISSUE	ISSUE FEATURES	AD MATERIAL DUE DATE
JANUARY/ FEBRUARY	Modern Band Buyers Guide, Repertoire, Recording, Live Sound Basics, Vocal Performance	Materials due: 12/03/21
MARCH	Microphone Types and Techniques, Effects, Small PA Systems and Lighting, and Headphones	Materials due: 02/25/22
APRIL/MAY	Amplifiers for Guitar, Bass, Keys, and Digital Drums, Recording Interfaces, MIDI Connections	Materials due: 04/01/22
AUGUST/ SEPTEMBER	Back to School, Beginning Modern Band Students, Electronic Music, and DJ systems	Materials due: 08/05/22
OCTOBER	Planning for Festivals/Travel, Fundraising, Cases and Travel Gear, Tech Only Students	Materials due: 09/30/22
NOVEMBER/ DECEMBER	Digital Keyboards, Doubling on Instruments, Drums and Percussion, Playing as a Group	Materials due: 10/28/22

Modern Band Journal is published six times annually for music educators from elementary to college level teaching the modern band category of music instruction. The magazine provides practical hands-on ideas and techniques for teaching. Each issue contains stories and special features on topics ranging from instrument purchases and care, to techniques, to creative and educational performances, recording and technology, live sound, vocal performance, and so much more. *MBJ* reaches over 10,000 pioneering music educators.

RATE CARD

DISPLAY ADVERTISING

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1/2 Page Horizontal	\$1,200	\$1,150	\$900
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1/3 Page Vertical	\$1000	\$850	\$700
1/4 Page Vertical	\$750	\$700	\$600
1/4 Page Square	\$750	\$700	\$600
1/6 Page Vertical	\$595	\$520	\$450
1/6 Page Horizontal	\$595	\$520	\$450
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Need Design Help?

\$200 fee applies for one-time designs. \$100 fee for changes to existing artwork

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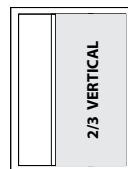
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2 Columns x 5 inches (4.60 x 5)	\$600	n/a	\$580
1 Column x 1 inch (2.16 x 1)	\$120	n/a	\$100
1 Column x 2 inches (2.16 x 2)	\$200	n/a	\$175
1 Column x 3 inches (2.16 x 3)	\$300	n/a	\$250
1 Column x 4 inches (2.16 x 4)	\$395	n/a	\$300
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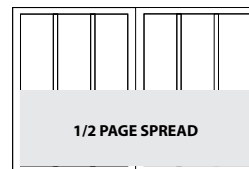
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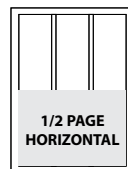
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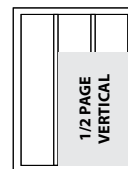
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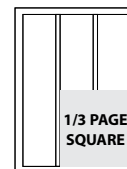
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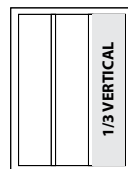
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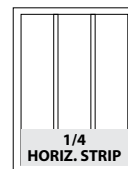
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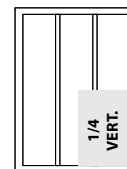
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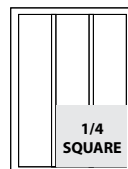
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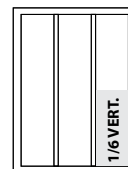
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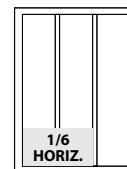
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1/4 Horizontal Square
W/ 4.6 X H/ 4



1/6 Vertical
W/ 2.16 X H/ 5



1/6 Horizontal
W/ 4.6 X H/ 2.5

ALL BLEED ADS MUST HAVE 0.125 INCHES PAST THE TRIM EDGE AND ALL LIVE AREAS MUST REMAIN .25 INCHES INSIDE THE PAGE TRIM SIZE.

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included.

IMPORTANT PRINT NOTE: All SPOT, RGB, & LAB COLORS SHOULD BE CONVERTED TO CMYK to avoid any color conversion/transparency flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only.

Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.

If you have questions or concerns regarding ad or insert specifications, please contact Angela Marlett, 800-682-8114 ext. 5, angela@mrmmagazine.com. For ad sales information, please contact your account manager.

Contact your salesperson for delivery options for advertising materials.



SALES CONTACTS

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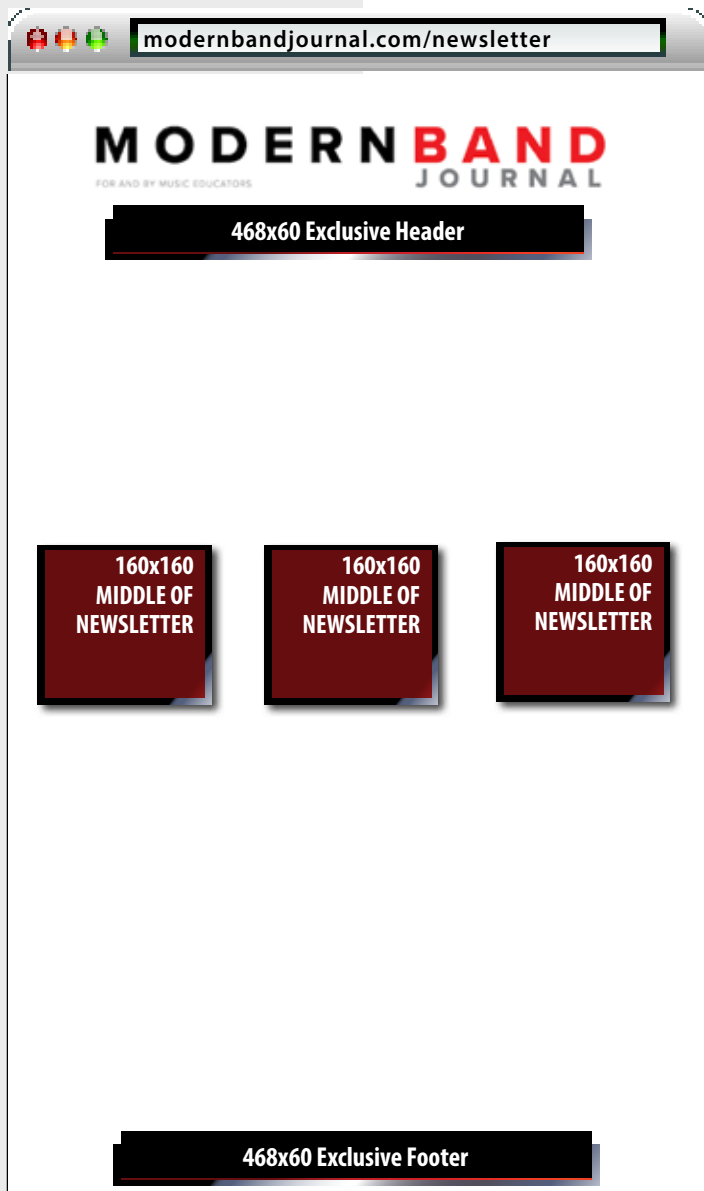
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HIGH VISIBILITY

NEWSLETTER SPECS



Acceptable Formats: .jpg, .gif, .png

Size requirements: around 200K

468x60 EXCLUSIVE HEADER

Subject to availability.

\$750/month

468x60 EXCLUSIVE FOOTER

Subject to availability.

\$600/month

160x160 Square

Stacking order may alternate.

\$500/month

CUSTOM EMAIL BLASTS

\$1500/email blast

Set your sights on sales with a targeted customized e-mail blast. **MBJ** can deliver your message to thousands of current e-mail addresses from our database. HTML or plain text with an attachment formats available. This is the best way to deliver your personalized message straight to the desks of decision-makers throughout the industry.

SPEC NOTE: Pre-designed email (html) - provide html code in .txt or .html file. Please be sure to use absolute, full paths to images and links.

- All styling is inline (no css or styling in header)
- Do not include scripting of any sort (i.e., no javascript)
- Table-based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 600 pixels wide. There is no restriction on height using this option.
- You must test your HTML prior to providing to insure it looks right across a variety of devices, platforms, OSs, and email apps. We strongly suggest not sending HTML formatted in MailChimp and other proprietary email marketing systems. We send pure HTML without alterations, those systems have custom code designed for their delivery methods. We cannot take responsibility for bad code sent untested.

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