



## 2025-2026 NYSSMA® SCHOOL MUSIC NEWS ADVERTISING INSERTION ORDER

The New York State School Music Association (NYSSMA®) publishes its official journal, the School Music News seven (7) times annually. The NYSSMA® School Music News is a valuable resource for nearly 4,000 active, retired and collegiate music educators in New York State and also for music educators, college and university libraries, government officials and individual music educators in every state in the nation as well as in a number of foreign countries. Your advertisement will be seen and target a large and receptive audience of music educators! **The School Music News is the most read state journal in the U.S.!**

### SCHOOL MUSIC NEWS ADVERTISING SCHEDULE & THEMES

| CHECK DESIRED ISSUE(S) | AD RESERVATION<br>DUE | AD COPY DUE (on or<br>before) | PUBLICATION / THEME                  |
|------------------------|-----------------------|-------------------------------|--------------------------------------|
| ___ September          | July 15               | August 1                      | September (Back to School)           |
| ___ October            | August 15             | September 1                   | October (Election/Preconference)     |
| ___ November/December  | September 15          | October 1                     | Nov-Dec (Winter Conference)          |
| ___ January/February   | November 15           | December 1                    | Late January (Post Conf. / New Year) |
| ___ March              | January 15            | February 1                    | March (Music in Our Schools)         |
| ___ April              | February 15           | March 15                      | Late April (Member Directory)        |
| ___ May/June           | April 1               | May 1                         | Late May (Summer/Year Wrap-up)       |

### IMPORTANT ITEMS & CONDITIONS (please read)

- All advertising rates are on a NON-COMMISSION BASIS.
- Ads must be submitted in an electronic format (hi-res pdf preferred, we also accept tiff, jpg and PNG files). Ads must be sized correctly at 100% for the specific space reserved (see below for specifications).
- Advertisers booking back-to-back ads in consecutive issues **MAY** change artwork if the ad size, the color (full color or black and white ad) remains the same and it has been confirmed by the editor in advance!
- **ADVERTISING DISCOUNTS!** Please see chart below.
- Electronic ad invoicing (by email) will be done several times annually after advertising has appeared. If desired, advertising may be paid for in advance. ALL payments may be made by purchase order or credit card! \*Please mark "SMN Advertising" on payment.
- **AD PAYMENTS:** Payment by credit card, check, P.O. made payable to NYSSMA® - New York State School Music Association Business Office, 718 The Plain Road, Westbury, NY 11590-5956. Credit Card payments by phone: Executive Assistant Stuart Rauch ([SRauch@nyssma.org](mailto:SRauch@nyssma.org)) in the NYSSMA® Business Office at: 1-516-997-7200. **All billing questions should be addressed to the Editor.**

### FULL COLOR AD TRIM SIZES & PRICING (please check desired size - discounts have been applied)

| COLOR AD SIZES (W x H)<br><i>Please check appropriate box(es)</i>   | FOR 1-4<br>ISSUES | FOR 5-6 ISSUES<br>(discount applied) | FOR ALL 7 ISSUES<br>(discount applied) |
|---|-------------------|--------------------------------------|--|
| <input type="checkbox"/> Full Page Color Ad – "Guaranteed Back Cover"<br>8-1/2 X 11" (*must be FULL color ad) | \$1100 per ad     | \$935 per ad                         | \$880 per ad (\$6160 net)              |
| <input type="checkbox"/> Full Page Color Ad "Guaranteed Inside Cover"<br>8-1/2 x 11" (front/back of magazine) | \$1000 per ad     | \$850 per ad                         | \$800 per ad (\$5600 net)              |
| <input type="checkbox"/> *Full Page Color Ad - 8-1/2 X 11"<br>Printer's choice ad placement                   | \$900 per ad      | \$765 per ad                         | \$720 per ad (\$5040 net)              |
| <input type="checkbox"/> *2/3rds Page Color Ad - 6.7 x 7.5" or, 5 x 10"                                       | \$650 per ad      | \$552.50 per ad                      | \$520 per ad (\$3640 net)              |
| <input type="checkbox"/> *1/2 Page Color Ad - 3.5 x 10", 5 x 7.5" or 7.5 x 5"                                 | \$500 per ad      | \$425 per ad                         | \$400 per ad (\$2800 net)              |
| <input type="checkbox"/> *1/3 Page Color Ad - 5 X 5", 7.5 x 3.3" or 2.5 x 10"                                 | \$400 per ad      | \$340 per ad                         | \$320 per ad (\$2240 net)              |

### BLACK & WHITE AD TRIM SIZES & PRICING (please check desired size - discounts have been applied)

| BLACK AND WHITE AD SIZES (W x H)<br><i>Please check appropriate box(es)</i>   | FOR 1-4<br>ISSUES | FOR 5-6 ISSUES<br>(discount applied) | FOR ALL 7 ISSUES<br>(discount applied) |
|---|-------------------|--------------------------------------|--|
| <input type="checkbox"/> *Full Page Ad (b/w) - 8-1/2 X 11"                    | \$700 per ad      | \$595 per ad                         | \$560 per ad (\$3920 net)              |
| <input type="checkbox"/> *2/3rds Page Ad (b/w) - 6.7 x 7.5" or, 5 x 10"       | \$500 per ad      | \$425 per ad                         | \$400 per ad (\$2800 net)              |
| <input type="checkbox"/> *1/2 Page Ad (b/w) - 3.5 x 10", 5 x 7.5" or 7.5 x 5" | \$400 per ad      | \$340 per ad                         | \$320 per ad (\$2240 net)              |
| <input type="checkbox"/> *1/3 Page Ad (b/w) - 5 X 5", 7.5 x 3.3" or 2.5 x 10" | \$350 per ad      | \$297 per ad                         | \$280 per ad (\$1960 net)              |
| <input type="checkbox"/> *1/4 Page Ad (b/w) - 3.5 X 5"                        | \$275 per ad      | \$233/75 per ad                      | \$221 per ad (\$1547 net)              |

**\*PLEASE NOTE:** Unless "guaranteed" the NYSSMA® editor reserves the right to position all ads according to space needs and requirements.

TOTAL ADVERTISING INSERTIONS: \_\_\_\_\_ TOTAL ADVERTISING COST (per above charts) \$ \_\_\_\_\_

ADVERTISER NAME (as you would like it to appear) \_\_\_\_\_ CONTACT \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE CONTACT \_\_\_\_\_

ADDITIONAL INSTRUCTIONS \_\_\_\_\_

**\*Please Direct THIS INSERTION ORDER AND ALL AD COPY TO:**

Thomas N. Gellert, NYSSMA® Editor 167 Middleville Road. Northport, NY 11768 - 631-514-9653 (Office) - [schoolmusicnews@nyssma.org](mailto:schoolmusicnews@nyssma.org)