



2026-2027 NYSSMA SCHOOL MUSIC NEWS ADVERTISING INSERTION ORDER

The New York State School Music Association (NYSSMA®) publishes its official journal, *School Music News*, six (6) times annually. *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. Your advertisement will be seen by, and target, a large and receptive audience of music educators!

SCHOOL MUSIC NEWS ADVERTISING SCHEDULE & THEMES

CHECK DESIRED ISSUE(S)	AD RESERVATION DUE	AD COPY DUE (on or 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/April	January 25	February 15	March (Spring Business)
___ 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 upon ad insertion submission. All payments may be made by check or credit card!
- **AD PAYMENTS:** Payment by credit card or check. Check 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) in the NYSSMA® Business Office at: 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 (WxH) <i>Please check appropriate choice(s)</i>	FOR 1-3 ISSUES	FOR 4-5 ISSUES (discount applied)	FOR ALL 6 ISSUES (discount applied)
___ Full Page Color Ad – “Guaranteed Back Cover” 8-1/2 X 11” (*must be FULL color ad)	\$1155 per ad	\$980 per ad	\$920 per ad (\$5520 net)
___ Full Page Color Ad “Guaranteed Inside Cover” 8-1/2 x 11” (front/back of magazine)	\$1050 per ad	\$890 per ad	\$840 per ad (\$5040 net)
___ *Full Page Color Ad - 8-1/2 X 11” Printer’s choice ad placement	\$945 per ad	\$795 per ad	\$755 per ad (\$4530 net)
___ *2/3rds Page Color Ad - 6.7 x 7.5” or, 5 x 10”	\$685 per ad	\$580 per ad	\$545 per ad (\$3270 net)
___ *1/2 Page Color Ad - 3.5 x 10”, 5 x 7.5” or 7.5 x 5”	\$525 per ad	\$445 per ad	\$420 per ad (\$2520 net)
___ *1/3 Page Color Ad - 5 X 5”, 7.5 x 3.3” or 2.5 x 10”	\$420 per ad	\$355 per ad	\$335 per ad (\$2010 net)

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

BLACK AND WHITE AD SIZES (WxH) <i>Please check appropriate choice(s)</i>	FOR 1-3 ISSUES	FOR 4-5 ISSUES (discount applied)	FOR ALL 6 ISSUES (discount applied)
___ *Full Page Ad (b/w) – 8-1/2 X 11”	\$735 per ad	\$625 per ad	\$585 per ad (\$3510 net)
___ *2/3rds Page Ad (b/w) – 6.7 x 7.5” or, 5 x 10”	\$525 per ad	\$445 per ad	\$420 per ad (\$2520 net)
___ *1/2 Page Ad (b/w) – 3.5 x 10”, 5 x 7.5” or 7.5 x 5”	\$420 per ad	\$355 per ad	\$335 per ad (\$2010 net)
___ *1/3 Page Ad (b/w) – 5 X 5”, 7.5 x 3.3” or 2.5 x 10”	\$365 per ad	\$310 per ad	\$295 per ad (\$1770 net)
___ *1/4 Page Ad (b/w) – 3.5 X 5”	\$285 per ad	\$245 per ad	\$230 per ad (\$1380 net)

*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 _____

*DIRECT THIS INSERTION ORDER AND ALL AD COPY TO: Dan Bilawsky, NYSSMA® Editor - schoolmusicnews@nyssma.org