

MASTA Notes 2012 Advertising Rate Card

Publication Info

MASTA Notes is the tri-annual publication of the Michigan Chapter of the American String Teacher's Association (ASTA). Published each August, November, and April, each issue of MASTA Notes reaches over 500 current and future music educators. Michigan has one of the largest and most active state ASTA chapters in the US. MASTA members are teachers of violin, viola, cello, bass, guitar, harp, chamber music, and orchestra. They teach in private studios, elementary and secondary schools, and colleges and universities. Many are professional performers, conductors, and composers/arrangers. MASTA also sponsors student chapters at many of the state's colleges and universities, helping shape their teaching (and buying habits) in the future.

The MASTA Marketplace

MASTA members influence the buying habits of their students, providing an efficient means of reaching a uniquely focused, valuable audience. Typical studio teachers see as many as 40 students each week and are the primary source of advice when students purchase music industry products. In addition to influencing students' buying decisions, school teachers determine which products are purchased by their districts, as well as the travel destinations of their programs. Collegiate educators influence the buying habits of their future teachers long after they complete their education. Our string educators also make recommendations concerning collegiate programs, youth orchestras, summer music opportunities, recordings, accessories, competitions, musical gifts, electronics and software, books, and all things musical.

Circulation Demographics MASTA members participate in a combination of teaching and performing situations:

- Private studios
- Elementary and secondary schools
- Suzuki Educators and Programs
- Professional performers
- Higher Education
- Amateur performers or hobbyists

Editorial Profile

Each issue of MASTA Notes contains one or several feature articles that address the issues and concerns of today's string professionals. MASTA Notes attempts to find common ground among its diverse readership, emphasizing ways in which various sectors of the string community might work together to further ASTA's mission of promoting excellence in string education and performance in Michigan. In addition to the features, each issue of MASTA Notes contains:

- Information on the many programs, camps, and grants provided by MASTA promoting the string-playing community in Michigan and across the globe
- News on the string community throughout Michigan
- A review of important events and information from our parent organization, ASTA
- Reporting on meetings of the MASTA Board, including future planning and requests for member participation

2010-11 Advertising Rates

Size	Single-issue	Pre-paid Annual* (Summer, Fall, Spring '12)
1/4 page:	\$70	\$175
1/2 page:	\$90	\$225
Full page:	\$120	\$300

***Pre-paid annual subscription rate payment must be received by 8/1/10.**

Special Placements

Add 20% for dedicated placement on inside front cover (full-size only) or back cover (1/2 page only)

Issue and Closing Dates

Issue	In Mail	Copy Deadline
Summer	late August	1 August
Fall	late November	1 November
Spring	late March	15 February

Mechanical Requirements

Digital files: Please submit copy via email or CD/DVD. High-resolution flattened .pdf files are preferred, but copy may also be submitted in Illustrator, InDesign, Apple Pages, 300 dpi TIFF, or 300 dpi bitmap formats.

Measurements

Advertisements must match the sizes specified below for the desired ad space. Alterations to copy to meet specifications will be billed at prevailing rates after first 1/4-hour.

1/4 page: 4" width by 5" height

1/2 page: 8" width by 5" height

Full page: 8" width by 10" height

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If production assistance is needed, clients will be billed at prevailing rates for typesetting, composition, and artwork

Terms

Copy Acceptance

The publisher reserves the right, without liability, to reject, omit, or exclude any advertisement for any reason at any time with or without notice to the advertiser, and whether or not such advertisement was previously acknowledged, accepted, or published.

Payment

First-time advertisers must prepay for their first ad. Continuing advertisers will be invoiced net 30 days from the publication date. Checks should be made out to "MASTA Notes".

Tear sheets

Advertisers will receive one tear sheet with their invoice. A .pdf version of the most-recent publication is available at astamichigan.org.

Contact

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