

2016-2017 AOSA Advertising Rates



Packages Available for Industry Members

Print Publications			individual purchase		multiple purchases		
The Orff Echo Advertising			Non-Member	Industry	Member	Member	Member
				-5%	-10%	-12%	-15%
Ad Size	Width	Height	Rate	Member Rate	Multi-Ad	All Echo	All Available
Back Cover	7 1/2"	10"	\$ 2,050	\$ 1,948	\$ 1,845	\$ 1,804	\$ 1,743
Inside Front Cover	7 1/2"	10"	\$ 2,000	\$ 1,900	\$ 1,840	\$ 1,760	\$ 1,700
Full Page	7 1/2"	10"	\$ 1,435	\$ 1,363	\$ 1,320	\$ 1,263	\$ 1,220
2/3 Page (vertical)	4 7/8"	10"	\$ 1,130	\$ 1,074	\$ 1,040	\$ 994	\$ 961
1/2 Page (horizontal)	7 1/2"	4 7/8"	\$ 770	\$ 732	\$ 708	\$ 678	\$ 655
1/2 Page (vertical)	3 5/8"	10"	\$ 770	\$ 732	\$ 708	\$ 678	\$ 655
1/3 Page (square)	4 7/8"	4 7/8"	\$ 615	\$ 575	\$ 566	\$ 541	\$ 523
1/4 Page (vertical)	3 5/8"	4 7/8"	\$ 435	\$ 413	\$ 400	\$ 383	\$ 370
1/8 Page (horizontal)	3 5/8"	2 5/16"	\$ 230	\$ 219	\$ 212	\$ 202	\$ 196

All advertising in *The Orff Echo* is 4 color at no additional charge

			individual purchase		multiple purchases		
Web Advertising			Non-Member	Industry			Member
Ad Duration	Width	Height	Rate	Member Rate			All Available
				-5%			-15%
3 months	180 pixels	80 pixels	\$ 375	\$ 356			
6 months	180 pixels	80 pixels	\$ 625	\$ 594			
9 months	180 pixels	80 pixels	\$ 885	\$ 841			
12 months	180 pixels	80 pixels	\$ 1,025	\$ 974			\$ 871.25

Conference Book Advertising			Non-Member	Industry			Member
Ad Duration	Width	Height	Rate	Member Rate			All Available
				-10%			-15%
Cover 2 & Back Cover (4-color)	5 7/8"	8 7/8"	\$ 1,556	\$ 1,400			\$ 1,323
Divider Pages (4-color; quan. 3)	5 7/8"	8 7/8"	\$ 1,556	\$ 1,400			\$ 1,323
Inside Full Page (black/white)	5 7/8"	8 7/8"	\$ 889	\$ 800			\$ 756
1/2 Pg ((horizontal; black/white)	2 7/8"	8 7/8"	\$ 556	\$ 500			\$ 473
1/2 Page (vertical; black/white)	5 7/8"	4 3/8"	\$ 556	\$ 500			\$ 473
1/4 Page (vertical; black/white)	2 7/8"	4 3/8"	\$ 333	\$ 300			\$ 283

Deadlines:

The Orff Echo – Fall 2016 reserve by July 15th; Winter 2017 reserve by October 15th;
Spring 2017 reserve by January 15th; Summer 2017 reserve by April 15th

Conference Book – reserve by October 1st

Web Advertising – reserve by 15th of month prior to posting

For more information, contact <carrie@aosa.org>