

AOSA Publications Advertising Rates



Packages Available for Industry

- Multi-Ad Contract** purchasing more than one advertisement throughout the year in choice of publication
- Echo/Conf Only Contract** purchasing all available print only advertising
- Full Contract** purchasing all available ad space: conference book, 4 Echo ads, and 12 months web

<u>Print Publications</u>			One Time		Industry Member Only Packages		
<i>The Orff Echo Advertising</i>				5%	8%	12%	15%
Ad Size	Width	Height	Regular Rate	Industry Rate	Multi-Ad	Echo/Conf Only	Full
Back Cover	7 1/2"	10"	\$ 2,000.00	\$ 1,900.00	\$ 1,840.00	\$ 1,760.00	\$ 1,700.00
Inside Front Cover	7 1/2"	10"	\$ 1,950.00	\$ 1,852.50	\$ 1,794.00	\$ 1,716.00	\$ 1,657.50
Inside Back Cover (W&Sonly)	7 1/2"	10"	\$ 1,875.00	\$ 1,781.25	\$ 1,725.00	\$ 1,650.00	\$ 1,593.75
Full Page	7 1/2"	10"	\$ 1,400.00	\$ 1,330.00	\$ 1,288.00	\$ 1,232.00	\$ 1,190.00
2/3 Page (vertical)	4 7/8"	10"	\$ 1,100.00	\$ 1,045.00	\$ 1,012.00	\$ 968.00	\$ 935.00
1/2 Page (horizontal)	7 1/2"	4 7/8"	\$ 750.00	\$ 712.50	\$ 690.00	\$ 660.00	\$ 637.50
1/2 Page (vertical)	3 5/8"	10"	\$ 750.00	\$ 712.50	\$ 690.00	\$ 660.00	\$ 637.50
1/3 Page (square)	4 7/8"	4 7/8"	\$ 600.00	\$ 575.00	\$ 550.00	\$ 528.00	\$ 510.00
1/4 Page (vertical)	3 5/8"	4 7/8"	\$ 425.00	\$ 403.75	\$ 391.00	\$ 374.00	\$ 361.25
1/8 Page (horizontal)	3 5/8"	2 5/16"	\$ 225.00	\$ 213.75	\$ 207.00	\$ 198.00	\$ 191.25

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

<i>AOSA Conference Book</i>				5%	8%	12%	15%
Ad Size	Width	Height	Regular Rate	Industry Rate	Multi-Ad	Echo/Conf Only	Full
Cover 2 & Back Cover (4-color)	5 7/8"	8 7/8"	\$ 1,500.00	\$ 1,425.00	\$ 1,380.00	\$ 1,320.00	\$ 1,275.00
Divider Pages (4-color; quan. 3)	5 7/8"	8 7/8"	\$ 1,450.00	\$ 1,377.50	\$ 1,334.00	\$ 1,276.00	\$ 1,232.50
Inside Full Page (black/white)	5 7/8"	8 7/8"	\$ 850.00	\$ 807.50	\$ 782.00	\$ 748.00	\$ 722.50
1/2 Pg (vertical; black/white)	2 7/8"	8 7/8"	\$ 500.00	\$ 475.00	\$ 460.00	\$ 440.00	\$ 425.00
1/2 Page (horizontal; black/white)	5 7/8"	4 3/8"	\$ 500.00	\$ 475.00	\$ 460.00	\$ 440.00	\$ 425.00
1/4 Page (vertical; black/white)	2 7/8"	4 3/8"	\$ 275.00	\$ 261.25	\$ 253.00	\$ 242.00	\$ 233.75

All advertising in the *AOSA Conference Book* is black and white except for tabs and covers

<u>Web Advertising</u>				5%	8%	12%	15%
Ad Duration	Width	Height	Regular Rate	Industry Rate	Multi-Ad	Echo/Conf Only	Full
3 months	180 pixels	80 pixels	\$ 350.00	\$ 332.50	\$ 322.00	N/A	N/A
6 months	180 pixels	80 pixels	\$ 600.00	\$ 570.00	\$ 552.00	N/A	N/A
9 months	180 pixels	80 pixels	\$ 850.00	\$ 807.50	\$ 782.00	N/A	N/A
12 months	180 pixels	80 pixels	\$ 1,000.00	\$ 950.00	\$ 920.00	N/A	\$ 850.00