The Orff Echo

2011 - 2012 Advertising Rates and Specifications

This quarterly (seasonal) publication is published and distributed by the American Orff-Schulwerk Association,
A non-profit educational organization for music teachers and other interested persons. Advertising is subject to acceptance.

Closing dates for *The Orff Echo*:

ISSUE:	ORDER BY:	SEND MATERIALS BY:
Fall (mails late Sep.)	July 15	August 1
Winter (mails late Dec.)	October 15	October 31
Spring (mails late Mar.)	January 15	January 30
Summer (mails late June)	April 15	May 1

Advertising Rates and Sizes:

All rates are net. Billing is done upon publication. First-time advertisers must pre-pay (by credit card or by check payable to AOSA and sent – with advertising order copy – to: Executive Director, AOSA, at P.O. Box 391089, Cleveland, OH 44139 - 8089.) Advertise in four consecutive issues earn a 10% discount on advertising in *The Orff Echo* and the *AOSA Conference Book.*

Ad Size (Shape)	Width	Height	REGULAR Rate	INDUSTRY MEMBER
Full Page	7 1/2”	10”	$1,018.00	$967.00
2/3 Page (vertical)	4 7/8”	10”	$ 761.00	$723.00
1/2 Page (island)	4 7/8”	6 7/8”	$ 714.00	$678.00
1/2 Page (horizontal)	7 1/2”	4 7/8”	$ 614.00	$583.00
1/2 Page (vertical)	3 5/8”	10”	$ 614.00	$583.00
1/3 Page (square)	4 7/8”	4 7/8”	$ 456.00	$433.00
1/3 Page (vertical)	2 5/16”	10”	$ 456.00	$433.00
1/4 Page (vertical)	3 5/8”	4 7/8”	$ 341.00	$324.00
1/4 Page (horizontal)	4 7/8”	3 5/8”	$ 341.00	$324.00
1/6 Page (vertical)	2 5/16”	4 7/8”	$ 262.00	$249.00
1/8 Page (horizontal)	3 5/8”	2 5/16”	$ 204.00	$194.00

Industry member rate 5% discount*

R.0.P Color Rates (add to space rate above)

	REGULAR Rate	INDUSTRY MEMBER
2-Color	$367.00	$349.00
4-Color	$546.00	$518.00

Industry member rate 5% discount*

Cover Rates (full page; 4-color included)

	REGULAR Rate	INDUSTRY MEMBER
Back Cover	$1,874.00	$1,780.00
Inside Front Cover	$1,821.00	$1,730.00
Inside Back Cover	$1,769.00	$1,680.00

Industry member rate 5% discount*

*Industry membership must be current to qualify for the discounted rate.

Advertising Formats for Submittal

In PDF, EPS, TIFF, QuarkXpress, Adobe Illustrator, Adobe Photoshop format. Include all supporting elements (fonts and high resolution images). Files may be transferred by Email or Disk (CD, DVD, ZIP or JAZZ disk).

If emailing: Email to moondesign@comcast.net and stevew@larichadv.com.
(Put your company name followed by “Orff Echo” in the “Subject” line.)

If mailing: Mail materials and a copy of the order to:

Stewart Moon, Moon Design
1320 S. College Mall Rd.
Bloomington, IN 47401
Phone: 812-322-3808; Fax: 866-204-2714

Note: Color ads must be accompanied by a hard-copy color proof for color reproduction quality to be guaranteed.

Advertising orders should be faxed / send to:

Steve Wafalosky, LaRich and Associates, Inc
512 East Washington
Chagrin Falls, OH 44136
Phone: 440-247-1060 Fax: 440-247-1068
E -mail: stevew@larichadv.com

4/04/11