



Music Teachers  
National Association

2018

National Conference

March 17–21, 2018

Disney's Coronado Springs Resort

**A**dvertise with us during the 2018 MTNA National Conference at Disney's Coronado Springs Resort in Lake Buena Vista, Florida, March 17–21. Promote your product or service to an audience that will include independent and collegiate music teaching professionals from all over the country, eager to learn about the latest teaching tools, techniques and technology.

### Publication Dates And Deadlines

Conference Program Books will be issued to all Conference attendees.

Reservation and Artwork Deadline: December 8, 2017

Cover Artwork Deadline: December 2, 2017

### Program Book Advertising Rates

Cover Bleed	9¼" x 11½"	\$2,000
(Inside front, Inside back and back cover only)		
Spread Bleed	18½" x 11½"	\$2,200
Full Page Bleed	9¼" x 11½"	\$1,200
1/2 Page	7½" x 4⅞" (horizontal only)	\$700
1/4 Page	3⅞" x 4⅞" (vertical only)	\$500

Guidebook App Rotating Banner Ads 600 pixels X 110 pixels ads are available to exhibiting companies for \$250 (limit one per advertiser). (PNG or JPG files only)

Ad Rates include four color. There are no discounts available for black and white ads.

### Billing Information

First-time advertisers who have not established credit must prepay for advertising space. Thirty days net will be given to companies with preapproved credit rating. Balances not paid within 30 days of invoice date will be subject to a service charge of 1.5 percent per month. Cancellation of a contract for a cover will be accepted prior to December 2, 2017, with written notice by the advertiser or publisher.

Cancellation of a contract for other pages will be accepted prior to December 8, 2017, with written notice by the advertiser or publisher. Cancellations after this date will be billed at the stated rate.

### Advertising Art Specifications

- PDFs are the preferred file format. Artwork must be saved as high resolution (300 dpi minimum) CMYK or grayscale files.
- Other digital formats will also be accepted and **must** be submitted as TIF, JPEG or EPS format on CD or via e-mail to [advertising@mtna.org](mailto:advertising@mtna.org). An additional cost will be charged for any file not sent in one of these formats.
- Trim size is 9" x 10⅞". Keep all live matter ⅜" inside trim on full-page ads.
- Complimentary *Guidebook* App banner ads must be 600px wide x 110px tall and submitted as a PNG or JPG file **ONLY**. Advertisers must also provide a URL to which the banner will direct when tapped.

### Additional Promotional Opportunities

Contact Tonya Schauer, meetings and members services manager, at (888) 512-5278, ext. 245, or [tschauer@mtna.org](mailto:tschauer@mtna.org) for information on additional promotional opportunities. These include exhibitor booths, exhibitor coupon book advertisements, receptions sponsorships and cocktail sponsorships.



#MTNA2018

To Place Your Ad Contact Carol Wilbur  
[advertising@mtna.org](mailto:advertising@mtna.org) (972) 233-9107 Ext. 207



## PROGRAM BOOK INSERTION ORDER

### Advertising Rates *(Color or Black & White)*

COVERS	<i>Width x Height</i>	<i>Rate</i>
<input type="checkbox"/> Back (Bleed)	9-1/4" x 11-1/8"	\$2,000
<input type="checkbox"/> Inside Front (Bleed)	9-1/4" x 11-1/8"	\$2,000
<input type="checkbox"/> Inside Back (Bleed)	9-1/4" x 11-1/8"	\$2,000
<input type="checkbox"/> Spread (Bleed)	18-1/2" x 11-1/8"	\$2,200
<input type="checkbox"/> Full Page (Bleed)	9-1/4" x 11-1/8"	\$1,200
<input type="checkbox"/> 1/2 Page Horizontal	7-5/8" x 4-7/8"	\$700
<input type="checkbox"/> 1/4 Page Vertical	3-5/8" x 4-7/8"	\$500
<i>Guidebook</i> Conference App		\$250

Special instructions here, or on a separate page:

Rotating Banner Ad available to exhibiting companies only, 600 x 100 pixels, PNG or JPG files only. Advertiser to provide URL to link to the app banner ad.

**IF REQUIRED:**  Purchase Order # \_\_\_\_\_ or  Insertion # \_\_\_\_\_

Company/Organization \_\_\_\_\_

Contact \_\_\_\_\_

Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip or Postal Code/Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

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**Must check here**  to indicate agreement with terms of this contract. Date \_\_\_\_\_

*First Time Advertisers Only:* TOTAL \$ \_\_\_\_\_  Check enclosed (Print) Cardholder Name \_\_\_\_\_

AmEx/Visa/MC \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_

Please sign below and email or fax to: AMT Advertising Sales Representative, [advertising@mtna.org](mailto:advertising@mtna.org)  
14070 Proton Rd. #100, Dallas, TX 75244 Phone (972) 233-9107 x207, FAX (972) 490-4219

Signature \_\_\_\_\_ Print Name \_\_\_\_\_