



Advertise with us during the 2020 MTNA National Conference in Chicago, Illinois, March 21–25.

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 9, 2019

Cover Artwork Deadline: December 2, 2019

### Program Book Advertising Rates

Cover	9¼" x 11⅓"	\$2,000
Spread	18½" x 11⅓"	\$2,200
Full Page Bleed	9¼" x 11⅓"	\$1,200
1/2 Page	7⅝" x 4⅞" (horizontal only)	\$700
1/4 Page	3⅝" x 4⅞" (vertical only)	\$500

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

### Guidebook (Our mobile conference app)

Purchase a rotating banner ad for \$350. Limit one per advertiser.

### 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 4, 2019, with written notice by the advertiser or publisher.

Cancellation of a contract for other pages will be accepted prior to December 9, 2019, 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 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.
- 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 and various sponsorships.



#MTNA2020

To Place Your Ad Contact Brian Pieper  
[advertising@mtna.org](mailto:advertising@mtna.org) (888) 512-5278 Ext. 232



# MTNA PROGRAM BOOK INSERTION ORDER

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

Ad	Width x Height	Rate
<input type="checkbox"/> Back	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	<b>SOLD</b>
<input type="checkbox"/> Inside Front Cover	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	<b>SOLD</b>
<input type="checkbox"/> Inside Back Cover (Bleed)	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	<b>SOLD</b>
<input type="checkbox"/> Spread (Bleed)	18 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$2,200
<input type="checkbox"/> Full Page (Bleed)	9 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	\$1,200
<input type="checkbox"/> 1/2 Page Horizontal	7 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	\$700
<input type="checkbox"/> 1/4 Page Vertical	3 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	\$500
<input type="checkbox"/> Guidebook Conference App		\$350

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 \_\_\_\_\_

**BILLING INFORMATION:** First-time advertisers who have not established credit must prepay. Thirty days net will be given to companies with preapproved credit rating. Balances not paid within 30 days of invoice date are 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, 2019, with written notice by the advertiser or publisher. Cancellation of a contract for other pages will be accepted prior to December 9, 2019, with written notice by the advertiser or publisher. Cancellations after this date will be billed at the published rate.

**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 to: [advertising@mtna.org](mailto:advertising@mtna.org)  
Mail to payments to: MTNA, 1 W. 4th St., Ste. 1550, Cincinnati, OH 45202**

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