



Iowa Bandmasters Association, Inc.

"World's Finest Bandmasters Organization"

IOWA BANDMASTER MAGAZINE ADVERTISING

Chad Allard, IBA Advertising Manager Office: (319) 558-4602 Home: (319) 550-6109
Email: callard@cr.k12.ia.us

May 22, 2018

Dear Advertising Manager:

This is your invitation to advertise in the **Iowa Bandmaster**, the official publication of the **Iowa Bandmasters Association**. Our professionally printed magazine is specifically for the school band director, the person who wants to know more about YOUR products and services! We consider the **Iowa Bandmaster** to be the finest state publication of its kind. The **Iowa Bandmaster** maintains a circulation of over 1000 directors in Iowa and throughout the nation.

The Iowa Bandmaster is published four times a year, about four weeks after the copy deadline. The Conference issue is in the hands of our members prior to our Annual Conference in May. Copy deadlines are as follows:

Summer Issue	June 8, 2018
Fall Issue	October 5, 2018
Winter Issue	January 4, 2019
Spring/Conference Issue	March 8, 2019

Cooperation between school music directors and the music industry is more important than ever today as we work to maintain quality music programs. We thank those of you who have advertised with us in the past and look forward to working with you again. We also welcome those who will be joining us for the first time. **Those of you who advertise in consecutive issues within our publication year and keep your account in good standing will receive a 3-4% discount per issue off of the base rate.**

Be sure to check out the 4 Issue Special on the Advertising Rates Page!!

If you wish to advertise with us, please fill out and return the enclosed order form (or fill out online). All ad copy (PDF format) should be sent to me by the deadline dates. Please see page two for ad rates, page specifications and other information. You will receive a complimentary copy of the magazine and will be billed shortly after each issue has been published.

Sincerely,

Chad Allard
Advertising Manager
Iowa Bandmaster Magazine

Iowa Bandmaster Magazine

Advertising Rates Per Issue for 2018-2019

This form can now be filled out online: <https://www.bandmasters.org/magazine-advertising>

Ad Type	Regular Price no discount	Discount Level 1* 3% discount	Discount Level 2* 6% discount	Discount Level 3* 10% Discount
1/4 Page B/W	\$90	\$87	\$84	\$80
1/3 Page B/W	\$113	\$108	\$106	\$101
1/2 Page B/W	\$141	\$137	\$133	\$127
1/2 Page Color	\$180	\$175	\$170	\$162
Full Page B/W	\$276	\$267	\$261	\$247
Full Page Color	\$354	\$343	\$332	\$318
Inside Cover^ B/W	\$321	\$311	\$301	\$287
Inside Cover^ Color	\$412	\$401	\$388	\$372

*Discount for the next consecutive issue if last billing is paid within 45 days

^ front or back inside cover

4 ISSUE SPECIAL

4 ISSUE SPECIAL

4 ISSUE SPECIAL

If your company will commit to an ad in four consecutive issues and agree to pay for all four issues ahead of time, then we will give you the highest discount on all four issues, rather than the sliding scale. You may change your ad, but not your size from issue to issue.

Please note: In the past, the inside front cover has been reserved for an Iowa college or university and the inside back cover has been reserved for an Iowa music dealer. Since the past advertising rates have been the same for a full page ad, the inside covers have been rotated among various advertisers. If any advertisers would like to guarantee the inside covers, they may pay the additional price. If no one indicates that they wish to reserve these pages, then we will continue with our practice of rotating the advertising for the inside covers.

IBA Magazine Advertising Specifications

7.25" x 9.625" Live area
 Same for a Full Page ad w/o bleed
 half page 4.75"h x 7.25"w
 third page 3.25"h x 7.25"w
 quarter page 4.75"h x 3.625"w
 8.5" x 11" Trim size
 8.75" x 11.25" Bleed size approx.

Electronic Requirements--Please email all ads in .PDF format to callard@cr.k12.ia.us

Payment—Please send all payments to Tiffany Wurth, IBA Treasurer, PO Box 90, Merville, IA 51039

QUESTIONS???

Chad Allard, IBA Advertising Manager

Office: (319) 558-4602

Home: (319) 550-6109

Email: callard@cr.k12.ia.us

This form can now be filled out online: <https://www.bandmasters.org/magazine-advertising>

IOWA BANDMASTER MAGAZINE ADVERTISING ORDER FORM 2018 - 2019

COMPANY NAME: _____

AD MANAGER/CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (____) _____ FAX: (____) _____

EMAIL: _____

PLEASE INDICATE THE ISSUES OF THE 2018-2019 IOWA BANDMASTER MAGAZINE IN WHICH YOU WOULD LIKE TO PLACE AN ADVERTISEMENT:

- | ISSUES | COPY DEADLINES |
|--|-----------------------|
| <input type="checkbox"/> SUMMER | June 8, 2018 |
| <input type="checkbox"/> FALL | October 5, 2018 |
| <input type="checkbox"/> WINTER | January 4, 2019 |
| <input type="checkbox"/> CONFERENCE (Spring Issue) | March 8, 2019 |

AD SIZE & TYPE

- | | |
|---|---|
| <input type="checkbox"/> FULL PAGE INSIDE COVER COLOR (FRONT OR BACK) Please Circle | SPECIAL INSTRUCTIONS: _____

_____ |
| <input type="checkbox"/> FULL PAGE INSIDE COVER B/W (FRONT OR BACK) Please Circle | |
| <input type="checkbox"/> FULL PAGE B/W | |
| <input type="checkbox"/> FULL PAGE COLOR | |
| <input type="checkbox"/> 1/2 PAGE B/W | |
| <input type="checkbox"/> 1/2 PAGE COLOR | |
| <input type="checkbox"/> 1/3 PAGE | |
| <input type="checkbox"/> 1/4 PAGE | |

Send all ad info to callard@cr.k12.ia.us

ACCOUNT INFORMATION, Page 2
IOWA BANDMASTER MAGAZINE
2018 - 2019

COMPANY: _____

PLEASE INDICATE TO WHOM THE COMPLIMENTARY ISSUE SHOULD BE SENT IF DIFFERENT THAN PERSON LISTED ON REVERSE SIDE:

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

**PLEASE INDICATE THE BILLING ADDRESS IF DIFFERENT THAN ABOVE
(a cut sheet will be included with the invoice):**

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PLEASE SEND THE COMPLETED FORM TO:

Chad Allard
IBA Advertising Manager

Office: (319) 558-4602
Home: (319) 550-6109
Email: callard@cr.k12.ia.us

This form can now be filled out online: <https://www.bandmasters.org/magazine-advertising>