



Victorian Music Teachers' Association Inc.

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## 2018 Advertising Rates & Specifications

**NOW IN FULL COLOUR PRINT VERSION!**

### Music and the Teacher Magazine (M&T)

*The half-yearly publication of the Victorian Music Teachers' Association*

	Single issue	Two issues in advance (10% discount applies)
<b>Full A4 Page</b>	\$385	\$695
<b>Half A4 Page</b>	\$199	\$358
<b>Quarter A4 Page</b>	\$132	\$238
<b>Small 130mm X 55mm</b>	\$68	\$122
<b>Classifieds (3 lines plus image)</b>	\$47	N/A
<b>Community News &amp; Events (3 lines, no image)</b>	\$27	N/A

*Prices include GST*

**All M&T advertising is subject to VMTA Council approval**

*Music and the Teacher* is published as a digital and print version in full colour throughout. It is distributed to over 800 readers including instrumental music teachers working in their own studio and in schools, school music department heads and staff, and affiliated organisations. School members receive 2 hard copies to share amongst their staff.

### M&T Publication Timeline 2018

**Autumn 2018:** Material deadline March 31<sup>st</sup> - distributed May  
**Spring 2018:** Material deadline September 30<sup>th</sup> - distributed Nov

## M&T Advertisement Specifications:

Please provide artwork in jpg files at 300dpi, or high res pdf files in the following sizes:

**Full page** – 190mm W x 255mm H

**Half page** – 190mm W x 129mm H

**Quarter page** - 95mm W x 129mm H

**Small ad** - 130mm x 55mm

## Monthly eNews

Description	Cost
<p>Notice in eNews: up to 3 short paragraphs of plain text, plus contact details, url link to another website, and 1 image (e.g. logo or photo). Please provide a short, catchy headline for your article.</p> <p><b>Specifications</b></p> <ul style="list-style-type: none"><li>• Text to be submitted in a word document</li><li>• Image to be submitted as a high res jpeg or png file</li></ul> <p><b>Distribution:</b> Distributed to approximately 750 readers including instrumental music teachers working in their own studio and in schools, school music department heads and staff, and affiliated organisations.</p> <p><b>Timeline:</b> The monthly eNews is usually published around the middle of each month with material required one week prior to distribution. Exact dates may vary. Please contact the office for more information regarding distribution.</p> <p><i>All online advertising is subject to VMTA Council approval.</i></p>	\$72

*Prices include GST*

## Website advertisement

Description	Cost
Ongoing advertisement on VMTA website for one month	\$72
Ongoing advertisement on VMTA website for 12 months	\$695
<p><b>Please note:</b> Website advertising is currently unavailable. Enquiries welcome.</p> <p><i>All online advertising is subject to VMTA Council approval.</i></p>	

*Prices include GST*