

Advertising with AMTA



Online Publications

Music Therapy ENews

Designed for music therapy and related professionals, provides information about AMTA business and activities, including updates on government relations, research, and special projects. Educational opportunities, and topical items of general interest also included. Published quarterly on-line.



Reach out to the Music Therapy Community and beyond... by advertising through AMTA publications and events.

Print Publications, Conference, Direct Marketing

Conference Exhibiting

Join professionals and program decision makers from across the US and around the world. Display, demonstrate and sell your products. Reserve early!

Music Therapy Matters

Over 4000 online subscribers, both music therapists and consumers alike, have access to this online newsletter. Topics include conferences and continuing education opportunities, news releases, program updates, and member information.

Conference Program

Advertise your business or product in the Official Conference Program used each day of the conference by more than 1300 conference attendees. Increase visibility with your logo on the cover. Reserve early!

AMTA Annual Yearbook (replaces Sourcebook, now offered online!)

A resource intended for frequent use by professionals and the general public. Features job data, association achievements, and a listing of corporate sponsors.

Music Therapy Perspectives

Designed to appeal to a wide readership, both inside and outside the music therapy profession. Focus on music therapy practice, academics and administration, book reviews and areas of practice. Issued bi-annually to 4,000 plus subscribers.

Purchasing Labels, Lists and Emails

Reach your target audience instantly by direct mail or email. Patron & Affiliate members receive special privileges such as electronic lists.

Advertising with AMTA

About AMTA

The American Music Therapy Association (AMTA) is committed to increasing public awareness of the benefits of music therapy and increasing access to quality music therapy services in a rapidly changing world. Resources such as journals, monographs, and videotapes published annually offer valuable information to students, professionals, and the public. AMTA's web site - www.musictherapy.org - shares information about the profession as well as required education, training opportunities, research and events.

AMTA Advertising

AMTA publications have a wide circulation to all types of decision makers: administrators, music therapists, creative arts therapists, and other health professionals. In this advertising packet you have all the tools necessary to place your advertising message before the music therapy community and consumers with information about products and support services for music therapy programs. Advertising in AMTA publications is an important investment in helping to build the future of music therapy.

Circulation

All AMTA publications are distributed to 4,000+ members/subscribers. *Music Therapy Matters* is published online four times per year, *Music Therapy Perspectives* is published twice per year, and the *AMTA Annual Yearbook* is published online once a year beginning in 2011. Members/subscribers are music therapists, college students, institutional and library subscribers, and other allied health professionals.

On-line Advertising Materials

The AMTA advertising brochure and contract form can be accessed on the AMTA website by clicking *Advertising*. www.musictherapy.org

Direct Mail

Direct mail is a proven way to reach customers who are pre-disposed to purchase your product or service. Target the right customers by choosing from selection criteria such as geographic location, region, state, or education level.

Label Policy and Terms of Use

Label requests must be made in writing using the Label Request Form (available here and on the member area of the AMTA website). The request must include a sample or copy of what is to be mailed or a detailed explanation of how the list will be used. Requests will not be processed without the sample and Label form. You may use the label/lists one time for the requested use only. This enables you to receive only the most accurate addresses and membership list.

Format and Electronic Files

Labels are provided on pre-printed sticky labels (30 per page). Please keep this in mind when planning your mailing. Electronic formats (on disk or via email) are only available to Patron and Affiliate/Ed. Affiliate members or Regions of AMTA. You will receive data in a .txt file and are solely responsible for all formatting necessary after that point.

Email addresses

Email addresses can be made available to current AMTA members for research purposes and faculty searches only for a nominal fee of \$.10 per address. Once your project is complete, a copy of the final results is appreciated and can be mailed the AMTA National Office.

Processing Time

Please submit your request as far in advance as possible. A \$10.00 rush fee will be added to your invoice if labels are needed sooner than two weeks from the date the request is received. Due to the volume of requests received, orders cannot be processed in fewer than five business days.

Label Fees

\$.20 per label. AMTA members (including Patron & Affiliate) receive a 50% discount at \$.10 per label. Please call the AMTA National Office at (301) 589-3300, with questions before submitting your request.

Pricing & Billing

Publication Rates

Key: *MTM* - Music Therapy Matters newsletter; *AAY* - AMTA Annual Yearbook; *MTP* - Music Therapy Perspectives; *CONF* - conference program

Member Rates

| *B&W | MTM | AAY | MTP | CONF |
|--------------|-------|-------|-------|-------|
| Full page | \$465 | \$290 | \$365 | \$275 |
| 1/2 page (v) | \$265 | N/A | \$315 | N/A |
| 1/2 page (h) | N/A | \$250 | N/A | \$185 |
| 1/4 page (v) | N/A | \$140 | \$215 | N/A |
| 1/4 page (h) | \$115 | N/A | N/A | \$165 |
| Tombstone | \$100 | \$115 | \$165 | \$145 |

Non-Member Rates

| *B&W | MTM | AAY | MTP | CONF |
|--------------|-------|-------|-------|-------|
| Full page | \$700 | \$450 | \$575 | \$365 |
| 1/2 page (v) | \$500 | N/A | \$525 | N/A |
| 1/2 page (h) | N/A | \$375 | N/A | \$270 |
| 1/4 page (v) | N/A | \$275 | \$425 | N/A |
| 1/4 page (h) | \$350 | N/A | N/A | \$245 |
| Tombstone | \$200 | \$110 | \$265 | \$220 |

Special Positioning - Available on a first-come, first-served basis:

Music Therapy Perspectives Cover Position

| | MEMBER | NON-MEMBER |
|-------------|--------|------------|
| Inside Back | \$475 | \$675 |

Bleed 10% extra (Full page only)

***Full color ads are being accepted for Music Therapy Matters Newsletter, and the AMTA Annual Yearbook.** Ads must be in color when submitted in .tif or .jpg files only. **Please add \$75.00 to publication rates for color ads.**

Discounts & Special Services

MEMBERS:

Individual: All AMTA members receive discounts on advertising, reflected in special member prices.

Affiliate & Patron members: Institutional and corporate members receive additional discounts on the member prices.

Affiliate members receive an additional 5% discount, and a free quarter page ad in their choice of publication. *(Excluding the conference program)*

Patron members receive an additional 20% discount, and a free half page ad in their choice of publication. *(Excluding the conference program)*

Please see the AMTA website for Patron and Affiliate member information *(Discounts apply to membership year only.)*

Package Deals

Advertisers who purchase multiple ads in a twelve month period can take advantage of the following special offers:

- ◆ 10% discount on **three** consecutive ads in *Music Therapy Matters* newsletter.
- ◆ 15% discount for one ad placed in the *Music Therapy Matters Newsletter* and your choice of the *AMTA Annual Yearbook* or *Music Therapy Perspectives*.
- ◆ 20% discount for advertising in **both** issues of *Music Therapy Perspectives*.
- ◆ 30% discount for one ad placed in one issue of *Music Therapy Matters* newsletter, *Music Therapy Perspectives*, **and** the *AMTA Annual Yearbook*.

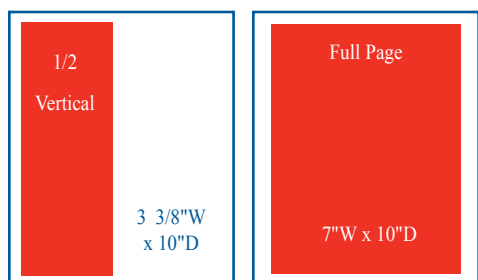
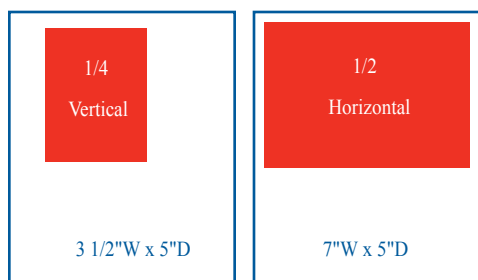
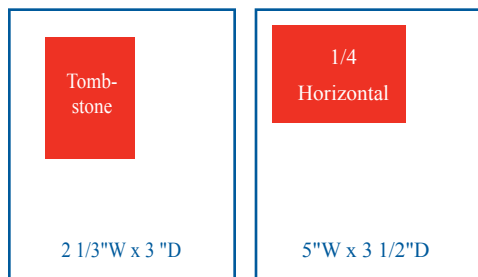
(Package Deals do not apply to Patron and Affiliate members.)

Billing

Advertisers are billed at the time of submission and payment is due within 30 days. In the event that an account becomes sixty days overdue, all scheduled advertising not already on the press will be cancelled until payment is made. Pre-payment is required of all new advertisers at the discretion of the publisher.

Dimensions & Scheduling

Advertising Dimensions



Required Formats

- ◆ **Electronic ads:** high resolution (300 dpi) .jpg, black and white
- ◆ **Full color ads:** available in MTM newsletter and AMTA annual Yearbook. Required format .jpg, (RGB).
- ◆ **Production questions:** Please call AMTA prior to ad submission. 301-589-3300.

Publication Deadlines

NOTE: Schedule subject to change

MUSIC THERAPY MATTERS

| <u>Issue</u> | <u>Deadline</u> |
|--------------|-------------------|
| Volume 14 #2 | June 1, 2011 |
| Volume 14 #3 | September 1, 2011 |
| Volume 14 #4 | December 1, 2011 |
| Volume 15 #1 | March 1, 2012 |

AMTA Annual Yearbook

| <u>Issue</u> | <u>Deadline</u> |
|--------------|-----------------|
| 2011 Issue | July 1, 2011 |

Music Therapy Perspectives

| <u>Issue</u> | <u>Deadline</u> |
|--------------|------------------|
| Spring | May 10, 2011 |
| Fall | November 8, 2011 |

Mail date: Every attempt is made for issues to be mailed in the month following the ad deadline. However publication and distribution dates are subject to change and cannot be guaranteed.

AMTA ENews Electronic Newsletter

Music Therapy ENews is a new online newsletter that features announcements about upcoming workshops, conferences, and other continuing education activities. It is not used to advertise products.

ENews has a circulation of over 4,000 music therapists and related health professionals. Submissions are accepted in the form of a brief paragraph, 75 words or less and must be text only. AMTA will not summarize larger brochures, advertisements, or conference programs; the announcement must be written specifically as it is to appear in *ENews*.

Cost: \$100.00 per announcement, AMTA members receive 50% discount.

Frequency: *ENews* is a periodic publication with flexible issue dates.

Deadlines: Submissions are accepted on the first of each month. Each item received will be considered for inclusion in an upcoming issue. If your announcement is time sensitive, please submit the information at least one month in advance of the event/release. Use the reservation form included in this packet for submissions.

Advertising Contract

Music Therapy
Perspectives

AMTA
Annual
Yearbook
2*0*1*1



MUSIC THERAPY  MATTERS

Please fill in all sections below and email or fax to:

Jane Creagan, MT-BC, Advertising Manager
AMTA
8455 Colesville Road, Suite 1000
Silver Spring, MD 20910
Phone: (301) 589-3300 • Fax: (301) 589-5175
email: Creagan@musictherapy.org

*Consult the advertising brochure for ad rates, deadlines,
and mechanical requirements. Prepayment required of
all new advertisers*

1 Advertiser

| | | |
|--------------------------------|-------|-----|
| Contact person | Email | |
| Address | | |
| City | State | Zip |
| Telephone | Fax | |
| Billing address (if different) | | |
| City | State | Zip |
| Authorized signature | | |

2

| Publication | *Issue Date | Size |
|--|----------------|------|
| MTP <i>Music Therapy Perspectives</i> | June, 2011 | |
| AAY <i>AMTA Annual Yearbook</i> | August, 2011 | |
| MTM <i>Music Therapy Matters</i> | July, 2011 | |
| MTM <i>Music Therapy Matters</i> | October, 2011 | |
| MTP <i>Music Therapy Perspectives</i> | December, 2011 | |
| MTM <i>Music Therapy Matters</i> | December, 2011 | |

**Schedule subject to change*

3 Check one:

- Camera-ready artwork enclosed
- Camera-ready artwork will be sent by _____
- Repeat ad appearing in the _____
publication
- Participating in **package deal**
- MTM AAY Color B&W (circle one)

4 Payment Options

- Invoice *(does not apply to new advertisers)*
- Check Money order MasterCard Visa

Credit card number _____

Expiration date _____

Signature _____

| | | |
|-------|----------|-----|
| Total | Discount | Net |
|-------|----------|-----|

General Conditions & Requirements

Artwork or film for ads received as damaged will be printed as is. Ads exceeding size specifications, will be reduced to fit in the space allotted for each ad size. Typesetting services and corrections to art or text cannot be made after camera ready artwork or film is submitted. Ads must be submitted in final printed format; AMTA does not provide typesetting services.

Cancellations

Cancellation of orders must be made in writing before the space reservation deadline. In the event that the advertising manager is not notified of a cancellation before published deadline, the full cost of the ad will be due.

Space Reservations

The **reservation** must include: company name, contact person, address, phone and fax (include billing address), size, and color of ad (horizontal or vertical, black and white, etc.) choice of publication and status of art. Ad reservations will only be accepted in writing via fax, email, or regular mail, on the reservation form with this packet. The form can also be downloaded from the AMTA website under "Advertising" at www.musictherapy.org.

Mailing Instructions

All correspondence, insertion orders, and advertising materials should be sent to:

JANE CREAGAN
ADVERTISING MANAGER
American Music Therapy Association
8455 Colesville Road, Suite 1000
Silver Spring, MD 20910

Phone: (301) 589-3300 ext. 104
Fax: (301) 589-5175
Email: Creagan@musictherapy.org
Please check "receipt" box when emailing ads.



Late Artwork

A request for an extension must be made prior to the material's deadline. Submissions after the published deadline will be subject to a \$50.00 late fee.

The publisher shall not be held liable for any costs or damages above the cost of the ad if for any reason it fails to publish an advertisement. Publisher reserves the right to alter rates without protection to advertisers on ninety-day notice. Conditions, other than rates, are subject to change without notice.

No conditions other than those set forth in this packet shall be binding on the publisher unless specifically agreed to in writing by the publisher. All advertising is subject to approval by publisher and to tenets specified in this packet. Publisher reserves the right to include the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter. Publisher assumes no responsibilities for and will not be liable for any claims made in advertisements. Publisher assumes that all photographs and endorsements have been covered by written consent.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and separately liable for such monies that are due and payable to the publisher for advertising that advertiser or its agent ordered and that was published.

Executive Director
Andrea Farbman

Music Therapy Matters/ENews Editor
Angie Elkins

Advertising Manager
Jane Creagan

Music Therapy Matters, Music Therapy ENews, AMTA Annual Yearbook, and Music Therapy Perspectives, are publications of the American Music Therapy Association.



Direct Mail - Label Request Form

Please fill out all sections of this form completely and mail or fax to AMTA. Requests cannot be filled without completed form.

1. Bill to: (for regions, your regional treasurer)

Ship (or Email) to:

2. Purpose of Mailing: _____

(Must include a copy or sample of what you will be mailing. All requests are subject to approval by AMTA.)

3. Format: (please check one)

- Addresses on Pre-printed Sticky Labels Email addresses only - for research purposes only
 Addresses in Electronic File – available only to current Patron and Affiliate members or Regions of AMTA

4. Labels Requested:

REGION:

- Entire US Great Lakes Midwestern
 Entire US & International New England Southwestern
 Select States Only: _____
 Other: _____ Mid-Atlantic Southeastern
 Other: _____ Western AMTAS (all students)

CURRENT MEMBER TYPE:

- All Current AMTA Members
 Current Professional Members
 Current Grad & Student Members
 Those with a Music Therapist designation only
 Other _____

Other Member Types:

- Associate Retired Student only
 Honorary Life & Life Patron Grad Student only
 Educational Affiliate Affiliate All Affiliate
 Other _____

For regional business only:

- Non-members who were members last year Non-member Music Therapists

OTHER:

- AMTA Executive Director (1) AMTA President (1) Regional Newsletter Editors (10)

5. Sorted by: (if nothing is checked default will be Last name, First name)

- Last name, First name Zip Code, Last, First City, State Other: _____

6. Date needed: _____ (month) / _____ (day) / _____ (year) "ASAP" will be disregarded. A \$10 rush fee will be added to your invoice if your labels are needed sooner than 2 weeks from the date your request is received.

I have reviewed the label policy statement and agree to use these labels one time only:

Signature of person requesting labels: _____

Print full name: _____

Phone #: _____ Date: _____

| Sticky Labels | Price | Minimum | Electronic Lists | Price | Minimum |
|---------------|-------|----------|---|-------|----------|
| AMTA Regions | \$.08 | \$ 10.00 | AMTA Regions | \$.08 | \$ 10.00 |
| AMTA Members | \$.10 | \$ 15.00 | Patron/Affiliate/Ed Affiliate Members | \$.10 | \$ 10.00 |
| Non-Members | \$.20 | \$ 25.00 | AMTA Members (emails for research only) | \$.10 | \$ 15.00 |
| | | | Non-members (unavailable) | | |

Shipping Costs are additional and are based on the shipping weight of your labels and the cost of shipping materials. If purchasing an electronic list, no shipping is charged if an email address is supplied for "Ship to."