

Advertising with AMTA in 2014

“Reach out to the Music Therapy Community and beyond... advertise in AMTA publications and events.”

Online Publications

Music Therapy ENews

Designed for music therapists and related professionals, provides AMTA business and activity information, including updates on government relations, research, and special projects to nearly 7000 online subscribers. Educational opportunities and topical items of general interest also included. Published quarterly.

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.

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!

Conference Program

Advertise your business or product in the Official Conference Program used each conference day by 1,500+ attendees. Increase visibility with your logo on the cover. Sneak preview of 2014 rates inside. Reserve early!

Purchasing Labels, Lists and Emails

Reach your target audience instantly by direct mail or email. Direct mail is a proven way to reach customers who are pre-disposed to purchase your product or service.

**Advertising in Music Therapy Perspectives now through Oxford University Press. Email Steve.Close@oup.com for information.*

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 CDs or DVDs 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 who provide support services for music therapy programs. Advertising in AMTA publications is an important investment in helping to build the future of music therapy.

Circulation

AMTA publications are distributed to a wide variety of members and subscribers who follow and support the music therapy profession. Practicing music therapists, students, faculty members and related professionals all subscribe to AMTA publications.

On-line Advertising

Materials

The AMTA advertising brochure and contract form can be accessed on the AMTA website by clicking About Music Therapy>Support Music Therapy>Advertising in AMTA Publications. www.musictherapy.org

Direct Mail/Mailing Label Requests

Target the right customers by choosing from selection criteria such as geographic location, region, state, or education level. AMTA provides address list rentals as a service to our members. Therefore, labels/lists must be used for mailings that are consistent with the mission of AMTA: to increase public awareness of the benefits of Music Therapy and access to quality Music Therapy services. We respect the privacy of our members and do not include information when a member has requested exclusion from 3rd party mailings. Please review the entire label/list request policy before making your request.

Request in Writing: You must request labels/lists in writing using the AMTA Mailing Label/List Request Form. The request must include a sample/copy of what is to be mailed. No requests will be processed without this information and the completed request form. Your submission of the label request form to AMTA implies your agreement to pay for records you request. Do not send in the form for price quotes or if you are uncertain whether you wish to purchase. You will receive an invoice for the cost. The completed form is your binding request for labels. Please do not send multiple copies as this could result in double charges for the same request.

Terms of Use: You may use the labels/list one time for the requested use only. You may not import any information provided into address books, contact lists or other data gathering applications. AMTA reserves the right to refuse any request at any time.

What You'll Get: The list you receive will contain current AMTA members based on your criteria on the day the list is queried. New members join and change information daily and the total number of current members will change daily. It is advisable to order labels somewhat near your expected mailing date in order to get the most complete list (see also: Processing Time). For questions or to get an approximate number of labels before submitting a request form, please call the AMTA office. It is possible for us to provide you with an estimated number of records before you send the request form, but this will add time to your request and is only an estimation. The actual number of records is determined on the day your list is queried.

Format: We provide labels as electronic lists. Sticky labels are not provided. You will receive all information in a Microsoft Excel file (.xls or .csv) which can be opened in most word processing or spreadsheet programs. You are then responsible for formatting data appropriate to your specific situation on your own. We cannot append records with codes or specific information; you must do that on your end. Because every computer and software settings are different, you'll need to contact your applications' technical support or help desk for steps in doing this if you're not already familiar with the process.

Processing Time: We appreciate receiving your requests as far in advance as possible and process requests in the order they are received. 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. Due to the volume of requests we receive at the National Office, we cannot process orders in fewer than five working days. AMTA reserves the right to refuse any request at any time.

See page 3 for fees. Please call the AMTA National Office at (301) 589-3300, with questions before submitting your request.

Pricing & Billing

Publication Rates

*B&W	Matters	Conf. Program
Full page	\$725	\$365
1/2 page (v)	\$525	\$270
1/2 page (h)	\$525	\$270
1/4 page (v)	\$375	N/A
1/4 page (h)	\$375	\$245

Member Discounted Publication Rates

*B&W	Matters	Conf. Program
Full page	\$490	\$280
1/2 page (v)	\$290	\$190
1/2 page (h)	\$290	\$190
1/4 page (v)	\$150	N/A
1/4 page (h)	\$150	\$170

Label Request Rates

	\$/Record	Minimum \$
Regular cost	\$.25	\$25.00
Current AMTA Members	\$.15	\$15.00
AMTA Regions	\$.10	\$10.00

Color Ads

Full color ads are accepted for *Music Therapy Matters* newsletter only. 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 for Members

- **INDIVIDUAL AMTA MEMBERS** receive discounts on advertising, reflected in special member prices.
- **AFFILIATE MEMBERS** receive 10% discount on all advertising
- **EDUCATIONAL AFFILIATE MEMBERS** receive 10% discount on all advertising and 1 free conference/workshop/job opening ad in *Enews*.
- **PATRON MEMBERS** receive 15-30% discount & 1-3 free ads in *Matters* or *Enews* (dependent upon level of support).

Please see the AMTA website for Patron and Affiliate member information under About Music Therapy>What is AMTA?>Benefits of Membership (*Discounts apply in the membership year only.*)

Package Deals

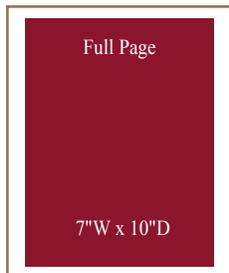
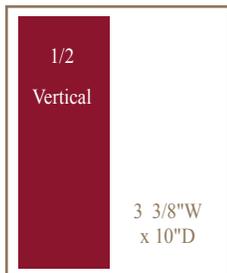
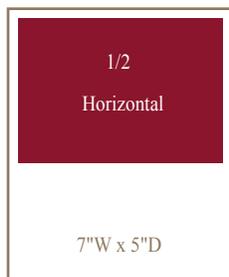
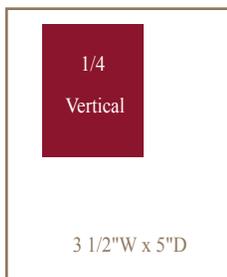
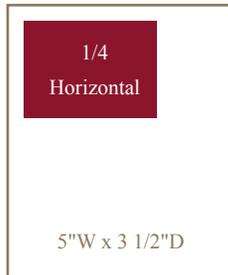
Advertisers who purchase multiple ads in a twelve month period can take advantage of a 10% discount on three consecutive ads in *Music Therapy Matters* newsletter. (*Package Deals do not apply to Patron and Affiliate members.*)

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 Ad Submissions:** high resolution (300 dpi) .jpg or .tif, black and white/greyscale. Do not submit in .pdf format.
- **Full Color Ads:** available in *Music Therapy Matters* newsletter only. Required format .tif or .jpg, (RGB).
- **Production Questions:** Please call AMTA prior to ad submission. 301-589-3300.

Publication Deadlines *(schedule subject to change)*



<u>Issue</u>	<u>Deadline</u>
Volume 17 #2	June 1, 2014
Volume 17 #3	September 1, 2014
Volume 17 #4	December 1, 2014
Volume 18 #1	March 1, 2015

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.

Music Therapy ENews: AMTA's E-Newsletter

Music Therapy ENews is an electronic newsletter with a wide circulation of music therapists, related health professionals and others which is hosted by Yahoo!Groups. It features announcements about upcoming workshops, conferences, and other continuing education activities. *ENews* is not used to advertise products. Submissions are accepted in the form of a brief, text-only paragraph, 75 words or less. AMTA cannot 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.
- **Requirements:** Text only, no attachments or .pdfs, 75 words or less with a headline
- **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
ENews

MUSIC THERAPY MATTERS



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

Jane Creagan, MT-BC, Advertising Manager
American Music Therapy Association
8455 Colesville Road, Suite 1000
Silver Spring, MD 20910 USA
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
Music Therapy Matters (MTM)	July, 2014	
Music Therapy Matters (MTM)	October, 2014	
Music Therapy Matters (MTM)	December, 2014	
Music Therapy ENews	1 st of each month	text-only, 75 words or less
AMTA Conference Program	November, 2014	**

*Schedule subject to change

**Use AMTA Exhibit Prospectus for Conference Exhibits & Advertising Reservations. Contact the AMTA Office for an Exhibit Prospectus or go to www.musictherapy.org and click the "Attend a Conference" button.

3 Check:

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

4 Payment Options

- Invoice (not available to new advertisers)
- Check Money order MasterCard Visa

Credit card number

Expiration date

Signature

Total	Discount	Net
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General Conditions & Requirements

Artwork for ads printed as received. 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 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 Bookstore>Advertising in AMTA Publications 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

If you require confirmation that your email was received/delivered, please request delivery confirmation through your email client or call to confirm.

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 and Music Therapy ENews are publications of the American Music Therapy Association.

Direct Mail Label Request Form

Please fill out all sections of this form completely and mail, email or fax to AMTA at 301-589-3300.

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

Ship (or Email) to:

email address: _____

2. Purpose of Mailing: _____
(Please include a sample/copy of what you will be mailing. All requests are subject to approval by AMTA.)

3. Format: *(please check one)*

- Mailing (postal) addresses in electronic file
 Email addresses in electronic file - *for AMTA official business, research purposes, & special conference offers only*

4. Labels Requested:

REGION/AREA:

- | | | |
|---|--|---|
| <input type="checkbox"/> Entire US (no international) | <input type="checkbox"/> Great Lakes region | <input type="checkbox"/> Midwestern region |
| <input type="checkbox"/> Entire US & International | <input type="checkbox"/> New England region | <input type="checkbox"/> Southwestern region |
| <input type="checkbox"/> Following States Only: _____ | <input type="checkbox"/> Mid-Atlantic region | <input type="checkbox"/> Southeastern region |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Western region | <input type="checkbox"/> AMTAS (all students) |

CURRENT MEMBER TYPE:

- | | | | |
|---|--|------------------------------------|---|
| <input type="checkbox"/> All Current AMTA Members | <i>Other Current Member Types:</i> | | |
| <input type="checkbox"/> Current Professional Members | <input type="checkbox"/> Associate | <input type="checkbox"/> Retired | <input type="checkbox"/> Student |
| <input type="checkbox"/> Current Grad & Student Members | <input type="checkbox"/> Honorary Life & Life | <input type="checkbox"/> Patron | <input type="checkbox"/> Graduate Student |
| <input type="checkbox"/> Prof. members w/MT designation/credential only | <input type="checkbox"/> Educational Affiliate | <input type="checkbox"/> Affiliate | <input type="checkbox"/> All Affiliate |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> 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)
 Other search criteria (setting/population/etc., please specify): _____

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) *Must provide at least 5 working days for processing.*

7. Signature:

I have reviewed the 2014 label policy. I agree to use these labels once only and to pay for labels I am requesting with this form.

Signature: _____

Print full name: _____

Phone #: _____ Date: _____