

# MUSIC CLUBS MAGAZINE

## JUNIOR KEYNOTES



### ABOUT NFMC

Members are professional and amateur musicians, vocalists, composers, dancers, performing artists, arts and music educators, students, generous benefactors and music lovers who work together to create a dynamic musical and cultural environment in their communities, through education and musical events.

### Some Statistics

- 75% of adult members have college degrees
- 33% of adult members have graduate degrees
- Most adult members have studied music for eight years or more
- 67% of adult members studied music at the college level
- 33% are professional musicians

Reach the dedicated and influential members of NFMC through the pages of NFMC's member magazines, Music Clubs Magazine and Junior Keynotes.



# MUSIC CLUBS MAGAZINE

Sandra B. Anderson, Music Clubs Magazine Editor  
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## ISSUED THREE TIMES ANNUALLY:

	ISSUE DATE	ADVERTISING & MATERIALS DUE
Winter Issue	February 1	December 1
Spring/Summer	May 1	March 1
Autumn Issue	November 1	September 1

## ADVERTISING RATES — (SEE COMBINATION RATES FOR DISCOUNTS)

### BLACK & WHITE DISPLAY RATES AS OF 8/1/2007

AD	1X	2X*	3X*
Two-Page Spread	\$1,000	\$1,750	\$2,350
Full Page	\$550	\$875	\$1,175
Half Page	\$300	\$450	\$575
Quarter Page	\$150	\$250	\$325
Eighth Page	\$85	\$145	\$185

\*Changes in multi-placed adds are assessed an additional fee.

### Color Rates

Add 15% to black & white rates

### Bleed Rates

Add 15% to black & white rates

### Cover Rates (if cover space is available)

Inside front and back covers, outside back cover

Add 15% to the color rate

*Music Clubs Magazine* is written for the National, State and Local Club Senior NFMC Members, educators and advisors, students and other interested individuals. Senior members refer to the magazine for program and competition announcements, and informative articles on recruitment, management and administration.

### EDITORIAL CONTENT

- National, State and Club News
- Program Guidelines
- Competition Information, Announcements
- National and International Music Releases and Updates
- Meeting and Performance Announcements
- Leadership and Winner Profiles and In-depth Biographies
- Informational articles on recruitment, procedures, copyright law, club organization, and administration

### CIRCULATION

22,000 (approx.) recipients include:

- Active senior club members
- Educators and student group advisors to student members at universities
- Amateur and Professional Musicians
- Music Publishers
- NFMC National Affiliated Organizations and other paid individual subscribers

For additional advertising information contact: Anne Adams, Advertising Chairman, 6211 Ford Rd N, Mount Vernon, IN 47620 Phone (812) 985-2886 Fax (812) 985-2905 Email [alsa6211@sit-co.net](mailto:alsa6211@sit-co.net)

## COMBINATION RATES

(Advertise in both *Music Clubs Magazine* AND *Junior Keynotes*, same ad, at these DISCOUNTED RATES.)

### BLACK & WHITE DISPLAY — ADVERTISING RATES

AD	1X	2X	3X
Two-Page Spread	\$1,600	\$2,600	\$3,500
Full Page	\$825	\$1,400	\$1,775
Half Page	\$450	\$765	\$925
Quarter Page	\$225	\$390	\$495
Eighth Page	\$115	\$200	\$270

### Color Rates

Add 15% to the black and white rates

### Bleed Rates

Add 15% to the black and white rates

## MECHANICAL SPECS (SIZES ARE APPROX.):

(Applies to both *Music Clubs Magazine* AND *Junior Keynotes*)

Two-Page Spread	17-1/2" x 11-1/2" (Full Bleed)
Full Page	7-3/8" x 9-3/4"
Half Page Horizontal (1/2)	7-3/8" x 4-7/8"
Half Page Vertical (1/2)	3-5/8" x 9-3/4"
Quarter Page (1/4)	3-5/8" x 4-7/8"
Eighth Page (1/8)	2-3/4" x 3-1/2"
Trim Size	8-3/8" x 10-7/8"
Type (live) area	7-3/8" x 9-3/4"

### PAPER STOCK:

**Music Clubs Magazine and Junior Keynotes**

Cover: Self cover. Gloss 60 lb text

# JUNIOR KEYNOTES

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Winter Issue	February 1	December 1
Spring/Summer	May 1	March 1
Autumn Issue	November 1	September 1

## ADVERTISING RATES — (SEE COMBINATION RATES FOR DISCOUNTS)

### BLACK & WHITE DISPLAY RATES AS OF 8/1/2007

AD	1X	2X*	3X*
Two-Page Spread	\$750	\$1,200	\$1,700
Full Page	\$350	\$600	\$800
Half Page	\$200	\$350	\$400
Quarter Page	\$100	\$180	\$230
Eighth Page	\$50	\$90	\$115

\*Changes in multi-placed adds are assessed an additional fee.

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Inside front and back covers, outside back cover

Add 15% to the color rate

Junior Keynotes is a pedagogical magazine written for teachers, junior counselors and students. The publication provides accurate up-to-date information on festival and competition guidelines and policies, pedagogical information, new teaching resources, materials, competition winners and important junior announcements.

### EDITORIAL CONTENT

- Junior Festival Information and Updates
- In-depth Biographies of Famous Composers
- Competition Announcements
- Winner Profiles
- Junior State and Club News
- Performance Techniques and Instructional Aides
- Composer's Corner
- Puzzles/Games

### CIRCULATION

11,500 recipients include:

- Music counselors, primarily teachers and studio owners, who instruct more than 203,590 students, 117,000 of which participate in state festival competitions
- Music Students and their parents
- Junior Members and their parents
- Music Publishers
- Interested NFMC Senior members

## MATERIALS SUBMISSION:

Please check with Editor & Advertising Chairman before submitting materials.

Send materials directly to the Editor (see editor information above)

Electronic Submission (Is preferred) must be camera ready

### File Formats

Preferable file formats are TIFF, JPG, BMP AND EPS. Color images must be saved as a CMYK.

Data Transmission: E-mail or mail 3.5" floppy disk, lomega Zip 100 disks or CD-ROMS.

Ad Copy: An original ad copy of the exact size, shape, and color(s) of the ad must be sent to the editor(s) via US Mail, UPS, or FedEx. A match-print of color ads must be supplied.

Payments must be received before ad is processed.

## Submit **CONTRACT ALONG WITH PAYMENT** to: Anne

**Adams**, 6211 Ford Rd N, Mount Vernon, IN 47620 Phone (812) 985-2886 Fax (812) 985-2905 Email [alsa6211@sit-co.net](mailto:alsa6211@sit-co.net)

Files can be accepted in the current version of **Windows/DOS OS:** Pagemaker, Illustrator, Photoshop, Excel, Word, PowerPoint and any Adobe programs. If preferred, you can send in graphics via USPS and we can scan them.

#### ABOUT NFMC

National Federation of Music Clubs was founded in 1898 and is now the world's largest philanthropic music organization. It is one of only three music organizations to be chartered by the U.S. Congress, and is the only music organization member of the United Nations. NFMC includes more than 200,000 dedicated senior, junior and student members in 6,500 music-related organizations and music clubs across the nation.

- Supports American music and American musicians
- Provides opportunities for musical study and performance
- Sponsors music and composition awards totaling \$750,000 annually
- Sponsors and supports community arts programs
- Enrolls 150,000 young and adult musicians annually in state Festivals
- Provides assistance for young music students to attend summer music camps
- Works closely with music and arts departments at colleges and universities
- Offers musical therapy programs in hospitals, nursing homes and prisons
- Supports legislation for better music education and musical standards
- Provides opportunities for musicians with disabilities and visual impairments
- Encourages use of sacred and inspirational music in churches and on radio and television
- Promotes American composers in the Parade of American Music, and outstanding string programs in the Crusade for Strings
- Observes American Music Month in communities and schools across the nation
- Celebrates National Music Week in thousands of communities each May



National Federation of Music Clubs

## GENERAL TERMS AND CONDITIONS OF ADVERTISING

- Advertisements are subject to the publisher's approval.
- NFMC reserves the right to reject or cancel any advertisement that does not meet NFMC standards, for any reason, at any time.
- In consideration of the publisher reviewing for acceptance, the advertiser should not make any promotional reference to the NFMC or its members in any way except with the prior written permission of NFMC.
- Cancellations of advertising should be in writing and are not accepted after the closing date.
- NFMC is not responsible for any discrepancies or errors in advertisements supplied by advertisers, agents or agencies.
- Additional information is available at [www.nfmc-music.org](http://www.nfmc-music.org). (Click on [Periodicals](#) link, then [Media Guide](#))

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NFMC

Your  
access to  
more than  
200,000  
dedicated  
musicians,  
music  
lovers,  
teachers,  
and their  
students

