



The Ohio Music Education Association
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TO: Music Industry and Higher Education Institutions
FROM: David N. Adamson - Business Manager, Ohio Music Education Association
SUBJECT: OMEA Publications/Website Advertising Information: 2018-19 publication/posting

- *Pricing has been either maintained or lowered. See 2018-19 Media Kit.*
- *The OMEA State Conference Program Book is being altered to a more portable, on-site reference guide with the event schedule/maps and some reference data only. No ads included.*
- *Color ads only in all venues for 2018-19. No price increases or some have been decreased.*
- *Submit forms via email attachment (PDF preferred) or 'snail' mail. Faxing is discontinued.*

The Ohio Music Education Association is one of the largest state organizations in NAFME (The National Association for Music Education) with 4000+ members. Music educators in Ohio read TRIAD more than any other single music magazine. The magazine is posted online and available to ALL viewers, both members and non-members to increase its readership. We include information concerning our annual State Conference, adjudicated events, All-State ensembles, special interests, elections, summer programs and much more in this publication. The quality of this publication has consistently received praise and awards for its professional approach to the field of music education in the State of Ohio. The high quality of your advertising is also a strong asset for the TRIAD. Thousands of parents also view our print publication, the 2018 State Marching Band Finals Program Book (SMBF). The OMEA website homepage banner ads, our Professional Development Conference website (<https://omeapdc.com>) exhibitor listing (now offering linking), the 2018 SMBF Guidebook and 2019 Conference Guidebook are popular with increased participation each year.

ADVERTISING RATES/DISCOUNTS for 2018-2019: Rates are effective regardless of payment date. The 2018-19 Ohio MEA Advertising Media Kit contains details including pricing. Discounts are applicable for the TRIAD (Oct/Nov.18, Dec/Jan. 18/19, April/May 19 = total 3 issues), the 2018 State Marching Band Finals, 2019 State Conference Guidebook, and our website. In TRIAD, the more you advertise, the lower the ad rate. A 5% Early Pay Discount is also provided for ads in TRIAD, the 2019 Conference Guidebook and the 2018 SMBF Program Book if paid in full by September 24, 2018. **ALL ADS ARE SUBJECT TO A SEPARATE 10% DISCOUNT FOR 2018-19 CORPORATE/INSTITUTIONAL PARTNERS. DO REVIEW THE BROCHURE FOR ALL PROGRAM BENEFITS.** The Partnership brochure is available from our website: www.omea-ohio.org, Industry Partners section. Please complete and fax/email the desired Space Reservation Form(s) (SRF) to the business manager. These forms are available from our website, Advertising/Media section. The space reservation form will reserve ad space in our venues if received by posted deadlines. Insertion orders (IO) are also acceptable, but an IO or SRF is *required* prior to publication deadline to insure ad inclusion. Email requests for ad space not accepted: signed form(s) must be provided via mail, fax, or scanned and emailed as a PDF file. Purchase orders are NOT accepted. 'New' ads not received by deadline are considered cancelled with no refund/credit.

AD SUBMISSION: ADS FOR ALL PUBLICATIONS/WEBSITE ARE TO BE SUBMITTED DIRECTLY TO: business_manager@omea-ohio.org VIA EMAIL and indicate the publication (issue) or website. See the Media Kit for complete details on ad submission and for ad specs, sizes, etc. (www.omea-ohio.org, Menu Bars, then Advertising Venues). Note: Submit SRF forms to the Business Manager via email or mail. For the October/November 2018 TRIAD issue, Guidebook (Conference and SMBF) and the 2018 SMBF Program Book, no pick-ups: all ads must be submitted anew. We do not 'library' past ads. If the same ad is desired in multiple publications of the same year, one submission is fine with the indication of publications/issues the ad is to be inserted providing the ad size (digital is the same). **Submitted ads for all publications (electronic and printed) must be the correct size EXACTLY. Incorrectly sized ads will not be accepted. See Media Kit for print and digital ad size specs.**

Upon receiving a TRIAD space reservation form, a confirmation contract/invoice will be sent for the entire publication year based on earned discounts/timing. The contract may be paid in full with one check or credit card or direct pay if set up prior. Payments can be made via phone to business manager or the advertiser may make payment after receiving an invoice for each issue minus the Early Pay Discount. All advertisers must be in good financial standing with OMEA to publish/post ads. If you have questions, please contact the Business Manager.

Our web site posting of advertising information is for your access/review at anytime effective. This site includes the OMEA Advertising Media Kit, Space Reservation Forms, and 2018-19 Corporate/Institutional Partnership Brochure/Enrollment Form. The web site is www.omea-ohio.org. Click on the Menu Bars, then Advertising Venues.

Thank you!