

# AOSA Conference Book

## 2009 Advertising Rates and Specifications

(Same rates since 2007!)

This publication is published and distributed at the AOSA National Conference by the American Orff-Schulwerk Association, a non-profit educational organization for music teachers and other interested persons. Advertising is subject to acceptance.

**Closing dates for 2009 Conference Book: ORDER by September 15; SEND MATERIALS by September 22**

### Advertising Rates and Sizes:

All rates are net. Billing is done upon publication. First-time advertisers must pre-pay. (Make check payable to AOSA and send – with advertising order copy – to: Executive Director, AOSA, PO Box 391089, Cleveland, OH 44139 - 8089.) A 10% discount will be given on advertising in the *AOSA Conference Book* if advertiser is also advertising in four consecutive issues of *The Orff Echo*.

<b>Ad Size (Shape)</b>	<b>Width</b>	<b>Height</b>	<b>REGULAR Rate</b>	<b>INDUSTRY MEMBER Rate (5% discount)</b>
Full Page.....	7 1/2"	10"	\$970.....	\$922.....
Divider Page.....	7 1/2"	10"	\$1,735*.....	\$1,648*.....
2/3 Page (vertical).....	4 7/8"	10"	\$725.....	\$689.....
1/2 Page (island).....	4 7/8"	6 7/8"	\$680.....	\$646.....
1/2 Page (horizontal).....	7 1/2"	4 7/8"	\$585.....	\$556.....
1/2 Page (vertical).....	3 5/8"	10"	\$585.....	\$556.....
1/3 Page (square).....	4 7/8"	4 7/8"	\$435.....	\$413.....
1/3 Page (vertical).....	2 5/16"	10"	\$435.....	\$413.....
1/4 Page (vertical).....	3 5/8"	4 7/8"	\$325.....	\$309.....
1/4 Page (horizontal).....	4 7/8"	3 5/8"	\$325.....	\$309.....
1/6 Page (vertical).....	2 5/16"	4 7/8"	\$250.....	\$238.....
1/8 Page (horizontal).....	3 5/8"	2 5/16"	\$195.....	\$185.....

\*Divider Page rate includes four-color fee

<b>R.O.P Color Rates</b> (add to space rate above)	<b>REGULAR Rate</b>	<b>INDUSTRY MEMBER Rate (5% discount)</b>
2-Color.....	\$350.....	\$333.....
4-Color.....	\$520.....	\$494.....

### Advertising Formats for Submittal

In PDF, EPS, TIFF, QuarkXpress, Adobe Illustrator, Adobe Photoshop format. Include all supporting elements (fonts and high resolution images). Files may be transferred by Disk, FTP, or Email (CD, DVD, ZIP or JAZZ disk).

**If using FTP:** Host address is: [ftp.cobbfiles.com](http://ftp.cobbfiles.com); Log in is: **ftpguest**; Password is: **quality**

**If emailing:** Email to [prepress@cobbinc.com](mailto:prepress@cobbinc.com); [avlib@aosa.org](mailto:avlib@aosa.org); [sdilauro@larichadv.com](mailto:sdilauro@larichadv.com)  
(Put "AOSA Conference Book" and your company name in the "Subject" line.)

**If mailing:** Mail materials and a copy of the order to: Den Grawe  
The Cobb Group  
PO Box 141157  
Cincinnati, OH 45250-1157  
Phone: 859-291-1146 Fax: 859-655-2482

**Note:** Color ads must be accompanied by a hard-copy color proof for color reproduction quality to be guaranteed.

**Conference Book advertising orders** should be faxed/sent to: Steve DiLauro  
LaRich and Associates, Inc  
15300 Pearl Road, Suite 112  
Strongsville, OH 44136  
Phone: 440-238-5577 Fax: 440-572-2976  
E-mail: [sdilauro@larichadv.com](mailto:sdilauro@larichadv.com)