



Association of Lutheran Church Musicians  
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## ALCM Publications

### Print Publications

#### *CrossAccent*

This journal contains scholarly and informative articles that explore theological, musicological, hymnological, sociological, liturgical, and historical issues in church music. *CrossAccent* also includes an extensive review section of books, recordings and musical publications. Ads may be color or black/white and are interspersed throughout the issue. Three issues per year; 48-64 pages per issue.

#### *In Tempo*

Published three times a year, this ALCM publication contains seasonal and other practical ideas for practicing church musicians. Half, quarter, and eighth page color ads are accepted on the interior pages. Advertising in *In Tempo* can be included in the annual sponsorship advertising package. Three issues per year; 12-24 pages per issue.

#### **Conference Books & Insertions (Due to the pandemic, no conference books will be published in 2020)**

ALCM offers national conferences in odd-numbered years and regional conferences in even-numbered years. In addition, each year 20-40 one-day workshops are held around the country. Conference book ads appear in each conference book prepared that year. Ads are distributed throughout. Page numbers vary. In addition, printed insertions can be placed in welcome packets. See the ALCM rates & specifications sheet for information about 2019 conferences & workshops.

#### **Membership Directory**

The annual ALCM Membership Directory features names, addresses, phone numbers, and e-mail addresses of ALCM members and is sent to every current member of ALCM as well as those new members who join during the year. The directory lists both home and work information and also includes pages listing national officers, committee chairs, regional officers, publications editors, and denominational representatives. The front cover offers a prime opportunity for advertising: a full-color photo of a recent organ installation, architectural design of a Lutheran church, or liturgical art. Purchasers of front-cover ads also receive a full-page ad on the inside the front cover. All front cover reservations are subject to approval. Advertisements are black and white and are distributed in the front and back sections of the directory. The membership directory is published in January and contains approximately 60 pages.

## **Electronic Publications**

### **e-newsletter**

Published monthly at the beginning of the month, the e-newsletter is sent to all ALCM members for whom the association has email addresses (approximately 98%) and non-members who sign up to receive the newsletter. Published issues of the newsletter are posted on the ALCM website and are viewable by all site visitors. This newsletter contains time-sensitive information of interest to musicians and pastors. Announcements from other organizations or individuals that may be of interest to ALCM members are accepted for publication in the e-newsletter. Ads may be submitted as either a graphic or a graphic with up to 150 words. Graphics should be web-ready (JPEG or GIF, max 350 KB).

### **Website advertising**

We accept advertising of interest to our membership on sub-pages of the ALCM website. Ads can be either a logo or content-based and also include an embedded link. Website advertising is available on a month-to-month basis and can be posted at the beginning or any time during the month. Home page advertising is limited to sponsors (see below) and includes the organization's logo with embedded link.

## **Annual Sponsorship**

For those advertisers who wish to have the ultimate visibility, we offer a standard year-long multi-media package that includes:

- full page, half page, or quarter page ads in every issue of these ALCM print publications: *CrossAccent*, annual membership directory, and conference books;
- the same size ad in one issue of *In tempo*
- notices in 4 monthly e-newsletters (ads may be run consecutively or interspersed throughout the year);
- logo with web site link on ALCM home page (12 months); and
- four month-long ads on interior (sub) pages of ALCM web site (ads may be run consecutively or interspersed throughout the year).

Pricing for annual sponsorships is based on the size and color specifications of the print ad. Ads can be changed throughout the year.

## **Custom Multi-Media Packages**

We will be happy to present a pricing proposal for a multi-media ad package that meets your specific advertising requirements. Please contact Cheryl Dieter at 800-624-2526 or [ads@alcm.org](mailto:ads@alcm.org) for more information.