

Association of Lutheran Church Musicians

2021 Ad Specifications and Pricing

Advertising is full color in E-newsletters, which also allow live web-links. Advertising is black/white or color in *Cross Accent*, color in *In Tempo*, and black/white in the Membership Directory (full- or half-page color on inside back cover only). See next page for pricing.

Deadlines

Late submissions may be published in the next issue.

CrossAccent journal deadlines: March 1, July 1, and November 1. Publication in Spring, Summer and Fall/Winter.

In Tempo deadlines: January 10, May 10, and September 10 for publication in February, June, and October.

E-newsletter deadlines: The 26th of the month prior to desired publication (for example, deadline of February 26 for inclusion in March e-newsletter). Published each month on or about the first of the month.

Membership Directory deadline December 15 of the preceding year. Published in January.

Conference book – Conference books will be distributed both at our 40+ one-day events across the country as well as the regional conference to be held in Valparaiso, Indiana in July. Deadline for submission of ads is March 15.

Print Advertising Specifications

PDF or JPEG files as black/white or process color (see next page for availability). Send as an email attachment to ads@alcm.org.

- 300 dpi JPEG or PDF
- press-ready PDF files
- Color ads should be converted to CMYK.
- Embed all fonts when creating a PDF.

Measurements

Each print publication uses the same measurements.

- Full 7.25" wide x 9.825" high
- Half Horizontal: 7.25" wide x 4.825" high
Half Column: 3.5" wide x 9.825" high
- Quarter Vertical: 3.5" wide x 4.825" high
- Eighth Horizontal: 3.5" wide x 2.25" high

Bleed ads (*CrossAccent inside cover ONLY*)

- Live area 7.25" wide x 9.825" high
- Trim 8.125" wide x 10.625" high (ad will trim to approximately this size)
- Bleed 8.375" wide x 11.875" high (allow 1/4" bleed)

Ads in E-Newsletters

May include web-ready artwork (GIF or JPEG) or a graphic plus a maximum of 150 words. Height can vary, but the column width of our e-newsletter is 600px. Be sure to keep that dimension in mind, since ads larger than that width will be shrunk to fit. Please indicate your preferred timing and/or frequency.

Website Advertising

Website ads appear on select sub-pages on our site and can be either a logo or an ad and also include an embedded webpage link. Ideal sub-page ad size is 256×146 or less. Space on the home page of our website is reserved for our annual sponsors (see next page).

Print Publications

<i>Pricing per ad, per issue</i>	Cover	Front inside cover	Back inside cover	Full	Half	Quarter	Eighth
CrossAccent Black/white Color		\$825 \$1,025	\$790 \$990	\$685 \$805	\$430 \$495	\$280 \$325	\$170 \$205
In tempo Color only				\$805	\$495	\$325	\$205
Membership Directory Black/white Color	NA \$1,850	Included with Cover ad	\$790 \$990	\$685 NA	\$430 NA	\$280 NA	\$170 NA
Not available in 2021 Conference Books Black/white Color	Back cover NA \$1,250	\$825 \$1,025	\$790 \$990	\$685 \$805	\$430 \$495	\$280 \$325	\$170 \$205
Insertions—Conference Welcome Packets	Need 800-1,000 pieces - \$580						
Sponsor Conference Bags	\$500 – logo on one side of conference bag (800-1,000 bags)						

Electronic/Web Pricing

Ads in e-newsletter	\$125/one month; \$75/month for each consecutive month (same ad)
Web site posting on sub-pages (approx. 30 pages)	\$195/one month; \$75/month for each consecutive month (same ad)

Annual Sponsorship

<i>Annual sponsorship pricing is based on size of print ad and whether ad is color or black/white</i>	Cover	Front Inside Cover	Back Inside Cover	Full	Half	Quarter	Eighth
Black/white				\$4,250	\$2,850	\$1,800	
Color				\$4,660	\$3,100	\$2,050	

Billing

New Advertisers must include payment with order. Checks should be made out to Association of Lutheran Church Musicians and sent to: ALCM Advertising Office, 810 Freeman St., Valparaiso, IN 46383. For questions or to pay by credit card, call the ALCM business office at 800-624-2526.

Returning Advertisers: bills are sent after publication.

Cheryl Dieter, ALCM Business Manager & Advertising Coordinator
ads@alcm.org 800-624-2526