

Association of Lutheran Church Musicians

2024 Ad Specifications and Pricing

Ads are full color in monthly e-newsletters, which also allow live web-links. Advertising is black/white or color in *CrossAccent*, color only 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 deadlines: February 15, June 15, and October 15. Publication in March, July, and November.

In tempo deadlines: January 15, May 15, and September 15 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 the first of the month.

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

Conference books – Deadline for receipt of ads is June 1.

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* and *conference book 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		full page color: \$1,125	full page color: \$990	\$725 \$865	\$470 \$525	\$290 \$325	\$190 \$235
In tempo Color only				\$865	\$525	\$325	\$235
Membership Directory Black/white Color	NA \$1,850	Included with cover ad	full page color: \$990	\$725 \$865	\$470 \$525	\$290 \$325	\$190 \$235
Conference Books Black/white Color		full page color: \$625	full page color: \$475	\$335 \$405	\$255 \$325	\$180 \$245	\$120 \$175

Electronic/Web Pricing

Ads in e-newsletter	\$150/one month; \$75/month for each consecutive month
Web site posting on sub-pages (approx. 30 pages)	\$225/one month; \$95/month for each consecutive month

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				\$4,750	\$3,250	\$2,300	
Color				\$5,350	\$3,400	\$2,550	

Billing

New Advertisers must include payment with order. Checks should be made out to Association of Lutheran Church Musicians and sent to: ALCM 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