Association of Lutheran Church Musicians

2025 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 or color in the Membership Directory. See next page for pricing.

Deadlines

Late submissions may be published in the next issue.

CrossAccent deadlines: February 15, June 15, and October 15 for 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 Book deadline: 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. Graphics should be landscape orientation. 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

Pricing per ad, per issue	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 $895	$470 $525	$290 $325	$190 $235
In tempo Color only				$895	$525	$325	$235
Membership Directory Black/white Color	NA $2,250	Included with cover ad	full page color: $1,050	$725 $895	$470 $525	$290 $325	$190 $235
Conference Book 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

Annual sponsorship pricing is based on size of print ad and whether ad is color or black/white	Cover	Front Inside Cover	Back Inside Cover	Full	Half	Quarter	Eighth
Black/white **Color**				$4,750 $5,350	$3,250 $3,400	$2,300 $2,550	

Billing

New Advertisers must include payment with order. Checks should be made out to <u>Association of Lutheran Church Musicians</u> 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.

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