

THE NATIONAL CONFERENCE ON KEYBOARD PEDAGOGY 2007 PRINT ADVERTISING OPPORTUNITIES

What is The National Conference on Keyboard Pedagogy?

The National Conference on Keyboard Pedagogy offers four days of inspiration, innovation, and challenge for keyboard teachers at the Doubletree Chicago-Oakbrook Hotel on August 1-4, 2007. The conference, entitled *Tradition and Transformation: Learning, Playing and Teaching Outside the Box*, promises to live up to its motto "Extraordinary results with Every Student." Each time, participants have left saying "this was the best conference ever."

This piano pedagogy conference features outstanding leaders both inside and outside of the field of music. Visionary keynote addresses are by Marianne Uszler, Dr. Barry Bittman, Angela Myles Beeching, Dr. Robert Duke. Workshops are presented by favorite experts such as Jane Magrath, Catherine Rollin, Dr. Kathleen Riley, and Joyce Grill. Live and videotaped teaching demonstrations are presented by Dr. William Westney, Dr. Paul With, and Janet Hart Johnson. This is just a small sample of who will be presenting.

There will be 800-1000 attendees at the conference!

The attendees include prominent pedagogy faculty of major colleges, piano teachers from the United States and abroad, college students, MTNA piano winners and their families, and publishers and technology companies.

Consider advertising in the following:

1. Conference Program Book

All universities, colleges, music programs, publishers, and companies are invited to advertise in the NCKP Conference Program Book, which will be given to 800-1000 attendees in August 2007. **Artwork is due by June 1, 2007.**

2. NCKP Coupon Book

In place of the Goody Bag, the Coupon Book is a cost-effective way of letting attendees know about your products. Every attendee will receive a coupon book. Cost is only **\$80 per coupon**. Make your company's products and services known to attendees.

3. Keyboard Companion Magazine

• With a circulation of 5,000, **Keyboard Companion Magazine** is "the magazine" for practical applications towards teaching music at the piano. *Keyboard Companion* is savvy in providing the best of excellent advice for being a piano teacher, music lover, and student. Advertise to be known in the piano teaching world.

• *Keyboard Companion* is released quarterly:

September 1, December 1, March 1, and June 1.

**The National Conference on Keyboard Pedagogy 2007
The NCKP 2007 Program Book & Coupon Book
ADVERTISING RATES**

SIZE	PROGRAM BOOK August 2007 release Art Due: June 1, 2007
Back Cover	\$1350
Inside Front Cover	\$1075
Inside Back Cover	\$1050
Full Page (4 color)	\$800
Full Page (2 color)	\$650
Full Page (B&W)	\$600
2/3 Page (4 color)	\$550
2/3 Page (2 color)	\$500
2/3 Page (B&W)	\$450
½ Page (4 color)	\$450
½ Page (2 color)	\$375
½ Page (B&W)	\$350
1/3 Page (4 color)	\$350
1/3 Page (2 color)	\$300
1/3 Page (B&W)	\$275
¼ Page (4 color)	\$300
¼ Page (2 color)	\$250
¼ Page (B&W)	\$200

Coupon Book \$80

Each coupon is \$80. Coupon size is 8.25" wide by 3.25" tall with a Horizontal Orientation.

Coupon Book Submission Requirements

- Ad must be submitted in high resolution artwork (minimum 300 dpi) black & white or grayscale.
- PDF, JPEG, TIFF, EPS file formats acceptable.
- The file must be 8.25" wide by 3.25" tall.
- E-mail the file to Scott Lewis, slewis@acm.edu no later than June 1, 2007.
- Late artwork will not be accepted.

ADVERTISING INSERTION ORDER

This order confirms or reserves space in Keyboard Companion. Please complete this form and return at your earliest convenience.

6850 N. Shiloh Road
Suite K, PMB 136
Garland, TX 75044
Phone & Fax (214) 504-0914
Toll Free (877) 282-7453

COMPANY NAME _____ DATE _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ E-MAIL _____

WEBSITE ADDRESS _____

AUTHORIZED BY _____ SIGNATURE _____

Please check the following for your advertisement:

1. ISSUE

<input checked="" type="checkbox"/> Issues wanted	Issue	Release date	Reservation Deadline	Artwork Deadline
	Summer 2007	June 1, 2007	March 15	April 4
	Autumn 2007	September 1, 2007	June 15	July 1
	Winter 2007	December 1, 2007	September 15	October 1
	Spring 2008	March 1, 2008	December 15	January 4
	Summer 2008	June 1, 2008	March 15	April 4
	Autumn 2008	September 1, 2008	June 15	July 1
	Winter 2008	December 1, 2008	September 15	October 1

2. FREQUENCY 1-3 issues contract 4-7 issues contract 8 issues contract

3. SIZE & ORIENTATION (Circle the orientation)

- FULL PAGE (Live 7 3/8" x 9 7/8", Trim 8 3/8" x 10 7/8", Bleed 8 5/8" x 11 1/8")
 2/3 Page (Horizontal: 7 3/8" x 6 1/2" or Vertical: 4 7/8" x 9 7/8")
 1/2 Page (Horizontal: 7 3/8" x 4 7/8" or Vertical: 3 5/8" x 9 7/8")
 1/3 Page (Horizontal: 7 3/8" x 3 1/4" or Vertical: 2 3/8" x 9 7/8")
 1/4 Page (Horizontal: 4 7/8" x 3 5/8" or Vertical: 3 5/8" x 4 7/8")
 1/6 Page (Horizontal: 4 7/8" x 2 3/8" or Vertical: 2 3/8" x 4 7/8")
 Business Card Size Display Ad (Horizontal Only 3 5/8" x 2")
 Classified Ad (25 word minimum)

4. COLOR Four Color (All Colors) Two Color (Black + 1 color) Black & White

5. COVERS AND SPECIAL PAGES Inside Front Cover Inside Back Cover Back Cover
 Opposite Editorial Page Other _____

6. NEW COPY TO ARRIVE _____ REPEAT AD which appeared: ISSUE _____

7. Send all ads and supporting materials to:

Scott Lewis, c/o Associated Colleges of the
Midwest, 205 W. Wacker Drive, Suite 220
Chicago, IL 60606 E-mail: slewis@acm.edu

8. Fax this contract to 214-504-0914 or mail to

Carmela Casipit, 6850 N. Shiloh Rd.
Suite K, PMB 136, Garland, TX 75044
Questions: advertising@keyboardcompanion.com

- Agency Commission: None
- Cancellations: Ads may not be canceled after closing date. Advertisers who find it necessary to discontinue a contract will be billed the amount of previously earned discounts.
- Contract Terms: Ad Size is binding (i.e. size may not decrease) through the duration of the contract, nor be changed after reservation date.
- Terms: New advertisers: net on or before space reservation date. Continuing advertisers: net 30 days from issue date. Interest at 1.5% per month will be charged on all overdue accounts.

Keyboard Companion Advertising Rates

Black & White Advertising Rates (Price per issue)			
Space	8 issues	4-7 issues	1-3 issues
2-Page Spread	\$1760	\$1822	\$2070
Back Cover	\$1955	\$2024	\$2300
Inside Back Cover	\$1700	\$1760	\$2000
Inside Front Cover	\$1700	\$1760	\$2000
Full Page	\$977	\$1012	\$1150
2/3 Page	\$765	\$792	\$900
1/2 Page	\$574	\$594	\$675
1/3 Page	\$404	\$418	\$475
1/4 Page	\$340	\$352	\$400
1/6 Page	\$213	\$220	\$250
Display Ad	\$100	\$110	\$125
Classified ad	\$1 per word (\$25 minimum)		

Multiple Pages, Inserts: Rates available on request

Color Rate Charge			
	8X	4X-7X	1X-3X
4 Color (all colors) (Full or 2/3 Page)	\$340	\$350	\$400
4 Color (all colors) (Up to 1 /2 Page)	\$170	\$176	\$200
2 Color (Black + 1 color) (Full or 2/3 Page)	\$85	\$88	\$100
2 Color (Black + 1 color) (Up to 1 /2 Page)	\$42	\$44	\$50
Bleed	Add 15% of ad cost prior to color charge		

SUBMISSION REQUIREMENTS
The National Conference on Keyboard Pedagogy Program Book
& *Keyboard Companion Magazine*

FULL PAGE ADS	HALF PAGE ADS OR SMALLER ADS
<ul style="list-style-type: none"> - Submit in Digital Format or Film. - All ads must be accompanied by a hard copy proof. - Acceptable Digital File Formats: QuarkXPress (Windows/Mac) file with all supporting graphics and font files; TIF file in CMYK format at 300 dpi resolution (grayscale acceptable for black & white ads only) - Digital Files must be submitted on disk. - 133 or 150 line screen; Negatives Right Reading Emulsion Down - Composite negatives only on four-color ads; 133 or 150 line screen 	<ul style="list-style-type: none"> - Submit in Digital Format, Film, or Camera-ready Copy. - All ads must be accompanied by a hard copy proof. - Acceptable Digital File Formats: QuarkXPress (Windows only) file with all supporting graphics and font files; TIF file in CMYK format at 300 dpi resolution (grayscale acceptable for black & white ads only) Digital files may be submitted on disk or by e-mail. -133 or 150 line screen; Negatives Right Reading Emulsion Down. - Camera-ready (black & white ads only): Submit a quality laser print
<p>Send all ads and supporting materials to Scott Lewis c/o Associated Colleges of the Midwest 205 W. Wacker Drive, Suite 220 Chicago, IL 60606 E-mail: slewis@acm.edu</p>	<p>For production and related questions, please contact: Carmela Casipit, Advertising Phone/Fax: 214-504-0914 Toll Free: 877-282-7453 E-mail: advertising@keyboardcompanion.com</p>