

## SC MUSICIAN Magazine Advertisement Rates 2021-2022

The SC Musician is the official publication of the South Carolina Music Educators Association. There are three yearly publications of the magazine that reach all South Carolina Music Teachers who are members of SCMEA. All editions will be available digitally on our website and we are printing and mailing the Fall and Winter editions (the Spring edition will be digital only). We are planning on publishing a conference program that will reach all professional development conference attendees as we have done in the past. In an effort to help businesses during the pandemic, the SC Musician has adjusted its prices. We are all in this together! To advertise with us, complete the form online or via emailed link, and make checks payable to: *SC Musician* and mail to Susie Lalama, editor 580 East Main Street, Spartanburg, SC 29302. If you have any questions regarding placing advertisements in the SC Musician, please contact Dr. Susie Lalama, editor of the SC Musician at [scmusicianeditor@gmail.com](mailto:scmusicianeditor@gmail.com).

Type	Size	PRINT Edition Fall 2020	PRINT Edition Winter 20-21	DIGITAL Edition Spring 2021	Conference Program	Bundle <i>15% Discounted rate for advertising in all four issues</i>
Color	Back Cover – Half/Full Page (limit 1 per issue) <i>**Fall &amp; Winter Issue is half page because of mailing addresses</i>	\$450.00	\$700.00	N/A	\$900.00	N/A
Color	Inside Cover – Full Page (limit 1 per issue)	\$400.00	\$500.00	\$325.00	\$750.00	N/A
Color	Inside Back Cover – Full Page (limit 1 per issue)	\$400.00	\$500.00	N/A	\$700.00	N/A
Color	Full Page	\$350.00	\$400.00	\$300.00	\$650.00	\$1,445.00
Color	Half Page	\$250.00	\$250.00	\$200.00	\$350.00	\$892.50

Bundle discounts advertisements are not eligible for prime locations such as back cover, inside front cover, or inside back cover. All payments and registration must be received by August 15, 2021.

Deadlines: Advertisements and payments are due on or before the following dates:

Fall - August 1, 2021; Winter - October 1, 2021; Conference Program - December 1, 2021; Spring - March 1, 2022.

Checks are made payable to: ***SC Musician***