


June Hinckley Center for  
Fine Arts Education  
402 Office Plaza  
Tallahassee, Florida 32301-2757  
www.flmusicd.org


# Florida Music Director

The Official Publication of the Florida Music Educators Association  
Special Supplement Advertising  
Insertion Order and Advertising Agreement

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*the* 

## CONFERENCE PROGRAM

*for the* **Florida Music Educators' Association**  
**2011 In-Service Clinic-Conference and All-state Concerts**  
**JANUARY 12-15, 2011** 

**Exhibitors may use ads to direct people to booth locations at the convention center**

**Space is limited. Please reserve your spot early.**

DOUBLE YOUR EXPOSURE by advertising in the 2011 In-Service Clinic-Conference and All-State Concerts Program viewed by over **8,000** conference attendees! The program is referred to throughout the 4-day in-service clinic-conference and includes the complete 2011 FMEA In-Service Clinic-Conference schedule; biographies of clinicians and presenters, the 2011 FMEA award winners, and complete information on exhibitors and exhibit hours.

*Largest State In-Service Clinic-Conference East of the Mississippi*

PLEASE TYPE OR PRINT CLEARLY. UNREADABLE FORMS WILL BE RETURNED. GOVERNMENT AND SCHOOL ORDERS ARE NOT ACCEPTABLE WITHOUT A PURCHASE ORDER NUMBER RECORDED ON THIS FORM.

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Agency Name \_\_\_\_\_ Account Rep \_\_\_\_\_  
IF APPLICABLE

Authorized Contact \_\_\_\_\_ Title \_\_\_\_\_

Invoice Attention to: \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

e-mail address \_\_\_\_\_ P.O. number \_\_\_\_\_

**All Insertion Orders and Ad material must be received at the FMD office no later than: Friday, November 12, 2010**

THE FOLLOWING ADVERTISEMENT INSERTION PACKAGE IS HEREBY ORDERED:

**COLOR**

Ad Size	Price per insertion	Exhibitor's Discount
<input type="radio"/> Back Cover	N/A	\$1,125
<input type="radio"/> Inside Covers ( <i>front and back</i> )	\$1,150	\$950
<input type="radio"/> Full Page	\$950	\$750
<input type="radio"/> 1/2 Page	\$650	\$550

**BLACK & WHITE**

Ad Size	Price per insertion	Exhibitor's Discount
<input type="radio"/> Full Page	\$699	\$499
<input type="radio"/> 1/2 Page	\$599	\$399

**About the Advertisement:**

- Run existing ad from magazine  
 New artwork to be supplied by deadline date

**Orientation:**

- Horiz.  Vertical  Square

**Color:** All color will be reproduced using four-color process. Advertisers may indicate a specific PMS color to be matched with four-color process.

- PMS# Match

**Advertisement Supplied:**

E-mail – File Format \_\_\_\_\_  
All submissions must conform to specifications outlined at [www.flmusicd.org/fmd/production\\_notes.html](http://www.flmusicd.org/fmd/production_notes.html). Preferred ad formats are: composite High Resolution PDF, Tiff (Photoshop document) or EPS with all fonts outlined.

**Credit Card Payments:**

(Billed upon receipt of this insertion order).

- MC  VISA  AMEX  DISCOVER

BILLING ZIPCODE OF CARD HOLDER: \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

CARDHOLDER NAME (PLEASE PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

This contract is accepted this \_\_\_\_\_ (day) of \_\_\_\_\_ (month), 20\_\_\_\_, by:

CLIENT'S AUTHORIZED SIGNATURE \_\_\_\_\_

ACCOUNT EXECUTIVE SIGNATURE \_\_\_\_\_

SIGNER'S NAME (PLEASE PRINT) \_\_\_\_\_

TITLE \_\_\_\_\_

Financial Agreement: All one-time advertisers must submit payment in full upon acceptance of this agreement.

- Check Enclosed  Bill Advertiser  Bill Agency

**ALL RATES ARE NET. AGENCIES RESPONSIBLE FOR PAYMENT MUST ALSO AGREE TO THE TERMS STATED ABOVE.**