



The Ohio Music Education Association  
David N. Adamson, Business Manager  
O – 440-552-6983 F – 440-449-8793  
E – [business\\_manager@omea-ohio.org](mailto:business_manager@omea-ohio.org) W – [www.omea-ohio.org](http://www.omea-ohio.org)

TO: Music Industry and Educational Institutions  
FROM: David N. Adamson - Business Manager, Ohio Music Education Association  
SUBJECT: OMEA Publications/Website Advertising Information: 2017-18 publication/posting

- ***No price increases! Business Portal is posting “samples” of 2016 SMBF and 2017 Conf. Prog. Books!***
- ***Ads will not be published containing ‘stale’ dates. Suggestion: remove printed dates (TRIAD) and replace with a link to your website/webpage that contain the desired date(s). This avoids generating a replacement ad unless you prefer to do so.***
- ***Payment due dates for printed program books will be enforced for 2017-18. Must be paid in full by publication due date. We cannot continue to incur losses/delays.***

The Ohio Music Education Association is one of the largest state organizations in NAFME (The National Association for Music Education) with @4500 members. Music educators in Ohio read TRIAD more than any other single music magazine. The magazine is posted online and available to ALL viewers, both members and non-members to increase its readership. We include information concerning our annual State Conference, adjudicated events, All-State ensembles, special interests, elections, summer programs and much more in this publication. The quality of this publication has consistently received praise and awards for its professional approach to the field of music education in the State of Ohio. The high quality of your advertising is also a strong asset for the TRIAD. Thousands also view our print publications, the 2018 State Conference Program Book and the 2017 State Marching Band Finals Program Book (SMBF). Website Homepage banner ads and 2018 Conference Guidebook ads are popular with increased participation each year.

ADVERTISING RATES/DISCOUNTS for 2017-2018: Rates are effective regardless of payment date. The 2017-18 Ohio MEA Advertising Media Kit contains details including pricing. Discounts are applicable for the TRIAD (Oct/Nov.17, Dec/Jan. 17/18, April/May 18 = total 3 issues), the 2017 State Marching Band Finals, 2018 State Conference Program Books and our website. In TRIAD, the more you advertise, the lower the ad rate. A 5% Early Pay Discount is also provided for ads in TRIAD, the 2018 Conf. Program Book and the 2017 SMBF Program Book if paid in full by September 30, 2017. ALL ADS ARE SUBJECT TO A SEPARATE 10% DISCOUNT FOR 2017-18 CORPORATE/INSTITUTIONAL PARTNERS. DO REVIEW THE BROCHURE FOR ALL PROGRAM BENEFITS. The Partnership brochure is available from our website: [www.omea-ohio.org](http://www.omea-ohio.org), Industry Partners section. Please complete and fax/email the desired Space Reservation Form(s) (SRF) to the business manager. These forms are available from our website, Advertising/Media section. The space reservation form will reserve ad space in our venues if received by posted deadlines. Insertion orders (IO) are also acceptable, but an IO or SRF is *required* prior to publication deadline to insure ad inclusion. Email requests for ad space not accepted: signed form(s) must be provided via mail, fax, or scanned and emailed as a PDF file. Purchase orders are NOT accepted. ‘New’ ads not received by deadline are considered cancelled with no refund/credit.

AD SUBMISSION: ADS FOR ALL PUBLICATIONS/WEBSITE ARE TO BE SUBMITTED DIRECTLY TO: [business\\_manager@omea-ohio.org](mailto:business_manager@omea-ohio.org) VIA EMAIL and indicate the publication (issue) or website. See the Media Kit for complete details on ad submission and for ad specs, sizes, etc. ([www.omea-ohio.org](http://www.omea-ohio.org), Menu Bars, then Advertising Venues). Note: Submit SRF/IO forms to the Business Manager via email or fax. For the October/November 2017 TRIAD issue, the 2018 State Conference Program Book and the 2018 SMBF Program Book, no pick-ups: all ads must be submitted anew. We do not ‘library’ past ads. If the same ad is desired in multiple publications of the same year, one submission is fine with the indication of publications/issues the ad is to be inserted. **Submitted ads for all publications (electronic and printed) must be the correct size EXACTLY. Incorrectly sized ads will not be accepted nor altered to fit. See Media Kit for print and digital ad size specs.**

Upon receiving a TRIAD space reservation form/IO, a confirmation contract/invoice will be sent for the entire publication year based on earned discounts/timing. The contract may be paid in full with one check or credit card or direct pay, payments can be made via phone to business manager or the advertiser may make payment after receiving an invoice for each issue minus the Early Pay Discount. All advertisers must in good financial standing with OMEA to publish/post ads. If you have questions, please contact the Business Manager.

Our web site posting of advertising information is for your access/review at anytime effective. This site includes the OMEA Advertising Media Kit, Space Reservation Forms, and 2017-18 Corporate/Institutional Partnership Brochure. The web site is [www.omea-ohio.org](http://www.omea-ohio.org). Click on Advertising/Media, then Publications/Web.

Thank you!