



ADVERTISING WITH AMERICANA MUSIC ACADEMY

PRINT ADVERTISING

Our Mission

Kansas' only non-profit American roots music school. Our mission is to teach, promote and support the advancement of all forms of music and its influences, and to pass on the grand traditions of American-based roots music to future generations.

The Publication

AMA catalog is published quarterly (4 times a year.) The catalog is currently 16 pages at a size of 11 X 12.5. It is printed on newsprint, Full color on the front and back covers and black and white on the inside pages.

Distribution

5,000 AMA catalogs are distributed in Lawrence, Greater Kansas City area, Topeka, Paola and other surrounding areas (Eudora, Baldwin, Etc.) every printing.

DISPLAY AD RATES

Black and White

Full Page	\$300.00
1/2 page	\$200.00
1/4 page	\$125.00
1/8 page	\$75.00
1/16 page	\$50.00

Full Color (back cover)

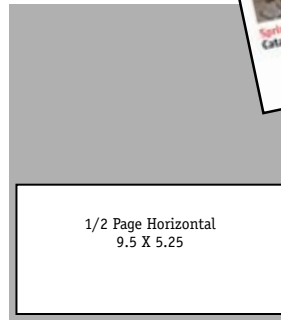
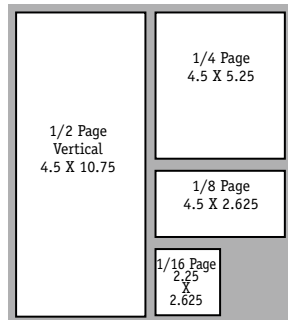
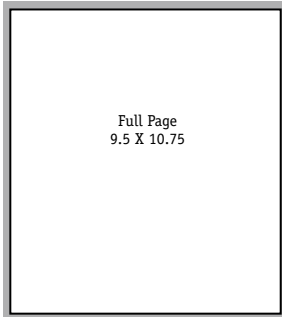
1/2 page	\$300.00
1/4 page	\$200.00
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1/16 page	\$75.00

Special position Add %20

Ad Design

We can design a professional ad for you for an additional \$40.00

DISPLAY AD SIZES



DIGITAL AD SPECS

Acceptable file formats

Adobe InDesign or Quark XPress: Supply all support files and fonts. Adobe Photoshop: EPS, JPEGs and TIFFs accepted. Files should be a minimum of 300-dpi.

PDF format: All resulting PDFs must be high resolution.

Adobe Illustrator or Freehand: Supply all support files and fonts.

Do not submit ads in Microsoft Word or any word processing program. Scanning: scan images at a minimum of 300 dpi

Media submission

Ads must be submitted on CDs or via e-mail. Please send CDs in hard cases to avoid damage to disk. Label CD appropriately

mail CDs to:
AMERICANA MUSIC ACADEMY
ATTN: Chris
1419 Massachusetts St.
Lawrence, KS 66044

email ads to:
millspaz@sbcglobal.net

Technical Assistance

If you have any technical questions or need further assistance regarding specifications, call 785.312.9101 or e-mail millspaz@sbcglobal.net



WEB ADVERTISING

The Site

www.americana-music.org

The AMA website has banner ad space available. The website offers information on classes, workshops, upcoming music events, membership... it is a valuable tool and an ad on the website is viewable to anyone with a computer 24-7, and it's a great way to link to your own website. (see following page for traffic stats)

Banner Ad Rates

Per month	-\$30.00
3 months	-\$70.00 (save \$20)
6 months	-\$150.00 (save \$30)
12 months	-\$300.00 (save \$60)

Banner Size

150 pixels by 50 pixels.

Banner Design

Along with your purchase of banner space, your banner will be designed for free!



SPECIAL! Buy \$200 or more of advertising and get 3 months of web advertising for FREE!

Catalog Delivery Area Demographics

Eudora

Total Population: 4,963
Median household income: \$41,713

DeSoto

Total Population: 4,858
Median household income: \$46,426

Tonganoxie

Total Population: 3,317
Median household income: \$44,278

Baldwin

Total Population: 3,637
Median household income: \$43,269

Ottawa

Total Population: 12,499
Median household income: \$34,071

Leavenworth

Total Population: 35,290
Median household income: \$40,681

Greater Kansas City

Total Population: 146,866
Median household income: \$39,491

Paola

Total Population: 5,011
Median household income: 35,928

Topeka

Total Population: 121,809
Median household income: 37,285

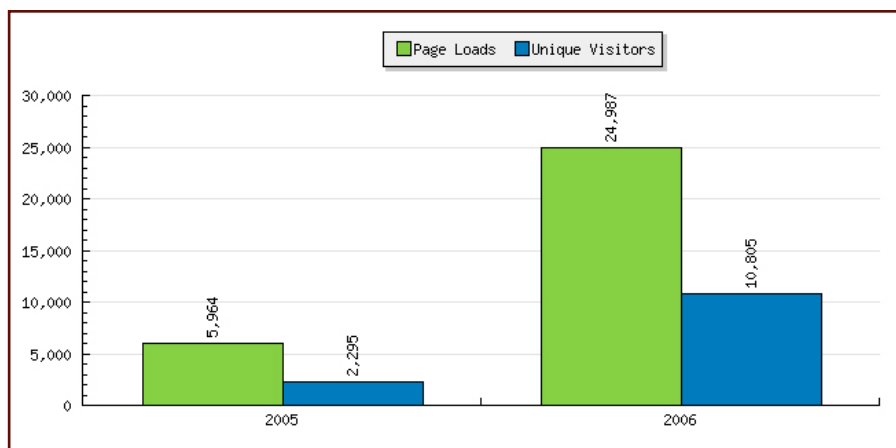


Source: U.S. Census Bureau, 2004 Population Estimates, Census 2000, 1990 Census

Website Traffic

This past year we have really focused on our website presence. With a complete redesign and changing content our traffic has greatly increased, as the graph shows.

Source: Statcounter.com



**Website traffic growth:
2005 to 2006**