

All Things Musical

The Nation's #1 Music Education Directory
Search. Find. Connect. Perform!

Published by Music Workshops International (MWI) • 33317 Dockside Lane Leesburg, FL 34788
Toll Free 1-888-803-6287 • 812-878-7800 • Fax 480-275-3676 • E-mail allthingsmusical@aol.com
Web www.allthingsmusical.com • Order Website: www.ATM2016.com • Sally K. Russell, President

ALL THINGS MUSICAL 2015-16 MEDIA KIT (PDF)

Dear Music Education Colleague,

Thanks for your interest in **ALL THINGS MUSICAL 2016 -- The Nation's #1 Music Education Directory in Print, Digital & Online Editions!** Your **2015-16 MEDIA KIT** PDF includes the info and forms you need.

Looking for an easy and economical way to reach **100,000 SCHOOL and CHURCH Music Educators and Directors?** We solve that problem!

"ALL THINGS MUSICAL 2016" -- our 22nd ANNUAL MUSIC DIRECTORY

Released Fall 2015 and throughout 2016

For as little as \$200, you're **automatically** promoted in **THREE EDITIONS** to Music Educators:

- **PRINT EDITION** - over 60,000 books mailed or distributed at major music ed. events
- **DIGITAL EDITION** - over 45,000 PDF Downloads or Resource CDs distributed annually
- **ONLINE EDITION** - over 20,000 monthly music visitors find your info at "ATM Online" you receive our new **"GOLD"** Online Membership launching this Fall

We feature and link your **Music Organization Display Ad** and/or **Premium Business Listings**.

You reach over **100,000 SCHOOL & CHURCH Band • Orchestra • Strings • Choir • Jazz • Handbells • Elementary/Classroom • Tech • Piano • Guitar** Educators and Directors many times in multiple media!

Your message appears in targeted distribution of "**ATM 2016**" **PRINT & DIGITAL Editions** starting this Fall. Your **ONLINE** promotion begins when you join -- boosting your music sales, registrations and boosts visitors to your website!

JOIN "ALL THINGS MUSICAL 2016" Now

Fill out and return the enclosed **ORDER FORM**
and you're **automatically** promoted for 2015-16!

As thanks for joining: we offer you a **20% PRIVATE DISCOUNT** when you place any Display Ad or Business Listings order now -- Join "**ATM 2016**" by mail, fax or phone to receive this discount.

- **20% DISCOUNT** - deduct 20% from rate listed on the enclosed Order Form
- "**ATM 2016**" Order & Artwork **DEADLINE:** **Sept. 30, 2015**
- "**ATM 2016**" Print & Digital Book **RELEASE DATE:** **October 2015**
- "**ATM ONLINE**" (ATMO) **RELEASE DATE:** **As soon as you join!**

Questions? Call or email anytime. We look forward to promoting you this year!

To your musical success,

Sally Russell, President
David Bowden, Vice President

Toll Free 1-888-803-6287 • 812-878-7800
allthingsmusical@aol.com • Details at: www.ATM2016.com

New Advertisers: 20% DISCOUNT on any "All Things Musical 2016" Order

As thanks for joining now, deduct 20% from your TOTAL on the ENCLOSED ORDER FORM

2015-16
 Reach Over **100,000**
 Band, Orchestra,
 Choir, Elementary,
 Classroom, Piano
 and Guitar
 Music Educators
 and Directors
 with your Message
 in **PRINT, DIGITAL**
 and
ONLINE Editions!

**New "ATM" ONLINE
 GOLD MEMBERSHIP included
 FREE with all 2016 Ad Orders!
 (Value \$199 / Year)**



"2016" Editions Released FALL 2015 through 2016

**ADVERTISING
 BUSINESS LISTINGS**

SIZE (W X H)
 *includes 50-Word Description

RATE

- | | | |
|---|-------------------------------|--------|
| <input type="checkbox"/> Business Listing* in Print Digital and Online Editions | | \$ 200 |
| <input type="checkbox"/> "3 for 2" Bus. Listings Offer | Buy 2 Listings, Get 3rd FREE! | \$ 280 |
| <input type="checkbox"/> Additional Listing | Same or Different copy | \$ 100 |
| <input type="checkbox"/> Enclosed Listing (w/color border) | approx. 3 1/2" X 1 1/4" | \$ 250 |
| <input type="checkbox"/> Color Headline (2nd color) | Company/Phone in color | \$ 30 |

REGULAR DISPLAY ADS - BW, 2C or FULL COLOR - Matte paper

(1 or more FREE BUSINESS LISTINGS with Display Ad)

- | | | | |
|--|-----------------|-----------|--------|
| <input type="checkbox"/> 1/8 page (business card ad) | 3 1/2" X 2 1/4" | 1 Free BL | \$ 395 |
| <input type="checkbox"/> 1/4 page Vertical | 3 1/2" X 4 1/2" | 2 Free BL | \$ 750 |
| <input type="checkbox"/> 1/4 page Horizontal | 7 1/4" X 2 1/4" | 2 Free BL | \$ 750 |
| <input type="checkbox"/> 1/2 page Vertical | 3 1/2" X 9 1/4" | 3 Free BL | \$1400 |
| <input type="checkbox"/> 1/2 page Horizontal | 7 1/4" X 4 1/2" | 3 Free BL | \$1400 |
| <input type="checkbox"/> Full page ad (1 or 2-color) | 7 3/8" X 9 1/4" | 4 Free BL | \$2000 |

PREMIUM DISPLAY ADS - FULL COLOR - Glossy, Heavy wt paper

(1 or more FREE BUSINESS LISTINGS with Display Ads)

- | | | | |
|---|-----------------------|-----------|--------|
| <input type="checkbox"/> Full Page - full bleed | Trim Size - see below | 4 Free BL | \$2500 |
| <input type="checkbox"/> 1/2 page Vertical | 3 3/4" X 9 1/2" | 3 Free BL | \$1700 |
| <input type="checkbox"/> 1/2 page Horizontal | 7 1/2" X 4 3/4" | 3 Free BL | \$1700 |
| <input type="checkbox"/> 1/4 page Vertical | 3 1/2" X 4 1/2" | 2 Free BL | \$1000 |
| <input type="checkbox"/> 1/4 page Horizontal | 7 1/4" X 2 1/4" | 2 Free BL | \$1000 |

COVERS - PREFERRED PLACEMENT - FULL COLOR - Full Bleed

- | | | |
|---|------------------------------|--------|
| <input type="checkbox"/> Inside Front Cover | Trim Size - 8 1/4" x 10 3/4" | \$3400 |
| <input type="checkbox"/> Inside Back Cover | Trim Size - 8 1/4" x 10 3/4" | \$3300 |
| <input type="checkbox"/> Back Cover | Trim Size - 8 1/4" x 10 3/4" | \$3500 |

**JOIN the
 "2016 EDITIONS" of
 ALL THINGS MUSICAL**

Print, Digital and Online Editions
 are distributed FREE to 100,000
 Music Educators starting Fall 2015

ADVERTISING DEADLINE: Sept 30, 2015

MECHANICALS SPECS:

Business Listings - fill out the
 Order Form on back and return

**ALL DISPLAY ADS can be BW, 2-COLOR,
 FULL COLOR @ THE SAME RATE!**

Provide hi-res TIFF or PDF files
 (min. 300 dpi) by email

ALL LISTINGS & DISPLAY ADS
 also appear on ONLINE

Provide a lo-res JPG file for Web Ad
 (72 dpi) along with Print Ad file

Select from 1/8, 1/4, 1/2 and Full Page Ads

Email Art Files to: allthingsmusical@aol.com
 Questions: Toll Free 1-888-803-6287



"ALL THINGS MUSICAL 2016" AD ORDER FORM

MAILING INFORMATION (For correspondence purposes)

Org. Name _____
 Contact Person _____
 Title _____
 Mailing Address _____
 City _____
 State/Province _____ Zip/Postal Code _____
 Phone _____ Fax _____
 Primary E-mail (required) _____

LISTING INFORMATION FOR PUBLICATION. Print copy **ex-actly** as you wish it to appear. Write extra listings on separate sheets using same format.

Org. Name _____
 Contact Name(s) _____
 Title _____
 Address _____
 City _____
 State/Province _____ Zip/Postal Code _____
 Phone _____ Fax _____
 E-Mail Address _____
 Web Site (URL) _____
 Social Media (Facebook, etc Links): _____

50-word Description for Business Listing. (Type or Print Clearly)

Category for 1st Listing _____
 Category for 2nd Listing _____
 Category for 3rd Listing _____
 Category for Display Ad _____

**All Listings & Display Ads Order Receive FREE
 "ATM ONLINE" GOLD MEMBESHIP for 2015-16 (value \$199)**

PREMIUM BUSINESS LISTINGS

Business Listing in Print, Digital & Online Editions . . . \$ 200 \$ _____
 "3 for 2" Business Listings Print, Digital & Online . . . \$ 280 \$ _____
 (Purchase 2 Bus Listings, get 3rd FREE!)

Each Additional Listing \$ 100 \$ _____
 Extra line of copy (10 words per line) \$ 10 \$ _____
 Enclosed Listing (Color Border & Color Headline) . . . \$ 250 \$ _____
 Color Headline (Company Name/Phone in Color) . . . \$ 30 \$ _____
 (Listings include up to 50 word descriptions.)

REGULAR DISPLAY AD ORDER

BW, 2-Color and Full Color Display Ads - same rate!
Regular Display Ads print on quality Matte finish paper
Includes FREE BUSINESS LISTINGS & ATM ONLINE
 (1 or more FREE BUSINESS LISTINGS included with any Display Ad purchase)

- 1/8 page (business card ad) 3 1/2" X 2 1/4" 1 BL \$ 395
- 1/4 page Vertical 3 1/2" X 4 1/2" 2 BL \$ 750
- 1/4 page Horizontal 7 1/4" X 2 1/4" 2 BL \$ 750
- 1/2 page Vertical 3 1/2" X 9 1/4" 3 BL \$1400
- 1/2 page Horizontal 7 1/4" X 4 1/2" 3 BL \$1400
- Full page ad, full color 7 3/8" X 9 1/4" 4 BL \$2000

PREMIUM FULL COLOR DISPLAY ADS

Display Ads appear on **Glossy, Heavy Weight Stock** in CENTER INSERT
 Includes 1 or more FREE BUSINESS LISTINGS & ATM ONLINE

- Full Page - full bleed trim 8 1/4" x 10 3/4" 4 BL \$2500
- 1/2 page Vertical 3 3/4" X 9 1/2" 3 BL \$1700
- 1/2 page Horizontal 7 1/2" X 4 3/4" 3 BL \$1700
- 1/4 page Vertical 3 1/2" X 4 1/2" 2 BL \$1000
- 1/4 page Horizontal 7 1/4" X 2 1/4" 2 BL \$1000

PREFERRED PLACEMENT - COLOR COVERS

4 FREE BUS. LISTINGS with Display Ads on **Glossy, Heavy Weight Stock - full bleed**
 Includes FREE BUSINESS LISTINGS & ATM ONLINE

- Inside Front Cover Trim Size - 8 1/4" x 10 3/4" \$3400
- Inside Back Cover Trim Size - 8 1/4" x 10 3/4" \$3300
- Back Cover Trim Size - 8 1/4" x 10 3/4" \$3600
- Center Spread (2-Pg) Trim Size -16 1/2" x 10 3/4" \$5500

ATM ONLINE "GOLD" MEMBERSHIP (only)

**ALL THINGS MUSICAL ONLINE (ATMO) - PROMOTIONAL
 Membership / One Year includes Ad/Listings Online**

_____ ATM Online "Gold" Membership Only / One Year . . \$199 \$ _____

ORDER TOTAL DUE \$ _____

PAYMENT METHOD

Payment Must Accompany Order

- Check or Money Order in US Funds Enclosed
 Make Payable to: Music Workshops International
- Purchase Order # _____ to follow or is attached.

We Accept All Credit Cards

VISA MASTERCARD AMEX DISCOVER

Card # _____
 Expires ____/____/____
 Code on Card (3-4 digital) _____
 Billing Zip _____
 Name On Card _____

AD ARTWORK FORMAT & SUBMISSION

Please submit print quality PDF or TIFF file for Print/Digital use by Email
 to: allthingsmusical@aol.com
 Artwork to be sent by _____
 Date Artwork being sent _____

Details Online: www.ATM2016.com

FAX Order to: 480-275-3676 or MAIL to:

All Things Musical

33317 Dockside Lane • Leesburg, FL 34788

Call Toll Free 1-888-803-6287 or 812-878-7800

ORDER DEADLINE: SEPTEMBER 30, 2015

DISPLAY AD ARTWORK DUE: SEPTEMBER 30, 2015

"2015" PUBLICATION RELEASE: OCTOBER 2015

ALL THINGS MUSICAL ONLINE

www.allthingsmusical.com

**"The Nation's #1 Music Education Directory"
for Music Professionals Like You!**

**New Site
Launches
FALL
2015!**

List Yourself or Music Organization and Connect With Thousands of
Fellow Musicians • Music Educators • Music Business Owners • Music Media!



**"ATM ONLINE GOLD" included FREE with any "ATM 2016"
Print Display Ad or Business Listings Order ("Gold" value \$199 / Year)
Advertising Details and Pre-Launch Info available at: www.ATM2016.com**



FANTASTIC NEW MEMBERSHIP FEATURES & BENEFITS!

Choose the MEMBERSHIP TYPE that fits your needs --

FREE

SILVER

GOLD

\$9.99/mo
or \$99/yr

\$19.99/mo
or \$199/yr

YOU RECEIVE THE FOLLOWING FEATURES:

FULL MINI-WEBSITE for You or Your Music Organization.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SEO Optimized for Google and other Search Engines to boost qualified traffic to your website. Very Easy Set-Up - no tech degree needed!			
Searchable Listing(s) in the Music Directory Categories.....	1	3	10
Social Media Promotion (post and share).....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Photo Gallery (post your photos).....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video Gallery (post your videos).....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Connect & Network with fellow Music Professionals.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Your Music News to Get Online Exposure.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Your Music Calendar Events to Get Online Exposure.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Music Articles for Helpful Teaching or Music Business Tips.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive ATMO Email Newsletter Updates.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Promotion (in ATMO Email Newsletters to Directors).....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Upload your Current Music Catalog or Brochure PDF for Unlimited Downloads by music visitors at ATMO.....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Music Product Gallery (post your music products & services).....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive New LEADS & REFERRALS from music visitors at ATMO.....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
No Ads on Your Mini-Website page.....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Offers, Discounts, Coupons and Opportunities.....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your Listing(s) show special SILVER or GOLD MEMBER "BADGE".....		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TOP PLACEMENT in the Music Directory Listings Search Results.....			<input checked="" type="checkbox"/>
First Priority for New LEADS & REFERRALS.....			<input checked="" type="checkbox"/>
Rotated as a FEATURED LISTING on Search Homepage.....			<input checked="" type="checkbox"/>

**"Newly Updated" AllThingsMusical.com launches FALL 2015 -- Make Sure YOU Are Listed!
For Pre-Launch Updates, Visit: www.ATM2016.com • Questions? Call 1-888-803-6287 or 812-878-7800**



Grow Your Music Business with ALL THINGS MUSICAL RESOURCE PACKETS & CDs

MUSIC RESOURCE PACKET PROGRAMS

www.ATMPackets.com

We deliver your postcard, flier, brochure, catalog or CD to interested **BAND - ORCHESTRA - PIANO - GUITAR** (Instrumental) or **CHORAL & ELEMENTARY** Music Teachers & Directors in the **FREE MUSIC RESOURCE PACKETS** you select. Distribution is by MAIL and at MAJOR MUSIC EDUCATION CONVENTIONS.

Our "Resource Packets" have helped promote hundreds of music businesses and organizations like yours since 1993!

Far cheaper than mailing or distributing the inserts yourself with absolutely no hassle! Join any of our programs:

- ❑ **"BACK TO SCHOOL" (FALL 2015) NATIONAL MUSIC RESOURCE PACKET MAILING**
Deadline: Sept. 30, 2015 (mailed October 2015.)
Join 1,000 up to 20,000 Director Requested Packets
 - 2,000 WEST - INSTRUMENTAL (Band/Orch, Piano, Guitar)
 - 2,000 WEST - CHORAL & ELEMENTARY
 - 2,000 SOUTHWEST - INSTRUMENTAL (Band/Orch, Piano, Guitar)
 - 2,000 SOUTHWEST - CHORAL & ELEMENTARY
 - 2,000 MIDWEST - INSTRUMENTAL (Band/Orch, Piano, Guitar)
 - 2,000 MIDWEST - CHORAL & ELEMENTARY
 - 2,000 SOUTH - INSTRUMENTAL (Band/Orch, Piano, Guitar)
 - 2,000 SOUTH - CHORAL & ELEMENTARY
 - 2,000 EAST - INSTRUMENTAL (Band/Orch, Piano, Guitar)
 - 2,000 EAST - CHORAL & ELEMENTARY
- ❑ **MIDWEST CLINIC 2015 PACKET MAILING** prior to convention
Deadline: Dec. 1, 2015 - Choose to join:
1,000 or 2,000 Instrumental (Band/Orchestra/String) Packets
- ❑ **FLORIDA MEA (FMEA) CONVENTION** from our ATM Booth
Deadline: Jan. 7, 2016 (ship to our ATM Florida Office)
1,000 Instrumental (Band/Orch) Packets and/or
1,000 Choral & Elementary Packets
- ❑ **TEXAS MEA (TMEA) CONVENTION** from ATM Booth
Deadline: Fri, Jan. 23, 2016 - Choose to join:
2,000 Instrumental (Band/Orch) Packets and/or
2,000 Choral & Elementary Packets
- ❑ **"END OF SCHOOL" (SPRING 2016) NATIONAL MUSIC RESOURCE PACKET MAILING**
Deadline: May 1, 2016
Join 1,000 up to 20,000 requested packets by Music Directors
Select from same packet segments listed under "Back to School" above
- ❑ **TEXAS BAND (TBA), ORCHESTRA (TODA), CHOIR (TCDA) SUMMER CONVENTIONS** - distribution
Deadline: July 10, 2016 - (ship to our ATM Florida Office)
1,000 Instrumental (Band/Orch) and/or
1,000 Choral Packets

FEES: 30¢ per insert up to 1 oz wt when you join 1,000-3,999 qty. Join any 4,000+ Packets and fee drops to 20¢ per insert

Reserve Space, then Ship inserts to our Indiana mailing house - address provided when you order
Toll Free 1-888-803-6287 • 812-878-7800

Updated Details & Schedule at: www.ATMPackets.com

MUSIC RESOURCE CDs

www.ATMResourceCD.com

**The Best of Digital
Marketing to
Music Educators
& Directors!**

**Let us promote your Music
Catalog or Brochure "PDF"
file on 45,000 CDs and Online!**



Many directors refer to our CDs as
"Music Conventions on a Disk!"

Since 2005, ATM has created and distributed 45,000 **FREE MUSIC RESOURCE CDs** each year featuring Music Organizations like yours to interested **Band, Orchestra, Choir, Jazz, String, Piano, Guitar and Elementary & Classroom Music Teachers and Directors.**

CDs are distributed by **MAIL** and at **MAJOR MUSIC EDUCATION CONVENTIONS.** We have built a very responsive **Teacher Request List** for our CDs since 2005.

Teachers refer to our Resource CDs many times to read your entire message or catalog and "**click**" right to your website! You get more web visitors, sales and inquiries!

Music departments keep our Resource CDs in their central libraries, used by the entire music faculty/staff for more than a year -- excellent, long-term promotion!

Your PDF is promoted TWO great ways:

1. **Your PDF is placed on 45,000 Music Resource CDs**
Distributed to Music Directors by Mail and at Conventions
We create Resource CDs 3 times a year:
15,000 CDs each for: **Winter, Spring/Summer and Fall**
2. **Your PDF is placed ONLINE at our "MUSIC RESOURCE DOWNLOADS" PAGE** for Unlimited Downloads by Educators
See Current Music PDF Downloads at:
<http://www.allthingsmusical.com/public/department157.cfm>

FEES: "Best Deal" is **CD ANNUAL PLAN (45,000 CDs)**
Join by deadlines below. Whenever you join, you are in the next 3 programs. Annual fee is **\$250** for PDFs up to 2 MB size. If file size larger, ask for quote.

FALL 2015 MUSIC RESOURCE CD
Deadline: 9/15/15 - Your PDF on 15,000 CDs & Online

WINTER 2016 MUSIC RESOURCE CD
Deadline: 12/15/15 - Your PDF on 15,000 CDs & Online

SPRING/SUMMER 2016 MUSIC RESOURCE CD -
Deadline: 4/15/16 - Your PDF on 15,000 CDs & Online

Call Toll Free 1-888-803-6287 to Reserve CD Space then
Email your PDF to: allthingsmusical@aol.com