

Comparison of MUSIC PLANNING GUIDE 2017-18 & ALL THINGS MUSICAL 2018

Join Both Publications for Maximum Impact and Visibility to Music Educators & Directors Throughout the Year!

MUSIC PLANNING GUIDE 2017-18

NEW!! The Calendar & Planner for the Music Program - An organizational tool for Educators & Directors to personalize with dates, notes, and to-do lists to make **planning** and **purchasing** decisions using your information.

Annual - Spring/Summer Release for MPG 2017-18 begins **June 2017**

Digital PDF, Print, Online Formats

60,000 Music Educators & Directors

Print - 40,000 Books

via Mailings, Convention Distributions and upon request of teacher

Digital & Online - 20,000

Includes Digital Downloads, PDF on Music Resource CDs, Online website

Social Media, Email Newsletters, Your News Items promoted on MPG Website

Full Color, Glossy Paper Stock throughout. 10pt heavy-weight Glossy Covers. Page Length: 32+

MPG EXTENDED LISTING (200 words) includes your **Expert Tips, Tools & Resources** under your major Planning Category. Plus **SPECIAL OFFER** and **EVENTS** for the **MUSIC CALENDAR**. Add your **LOGO** to Listing.

Listing fee \$200; Listing w/ Logo \$250

DISPLAY ADS - Full Color at no extra cost. Includes **FREE LISTING & LOGO** (value \$250) with any 1/8, 1/4, 1/2 or Full Page Full Color Display Ad.

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Deadline: 5/19/17 - "drop dead" 5/26/17

Media Kit: www.MPGMediaKit.com

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Purpose of Publication

Release Dates

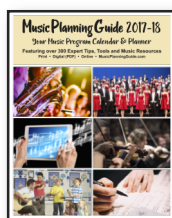
Editions

Reach

Distribution

Bonus Promotion

Print Format



Your Opportunity For Exposure &



ALL THINGS MUSICAL 2018

The National Music Education Directory since 1996 The #1 Most Read and Used Reference to find and learn about your important products, services and organizations for Music Education. **2018** is 24th annual edition.

Annual - Fall Release for ATM 2018 begins **Oct. 2017**

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BUSINESS LISTINGS - any number of Listings under all of your major Music Ed. Categories, "yellow pages" format. Listing fee \$200; Listing w/ Logo \$250 "3 for 2" Special - \$280 +\$50 w/ Logo

DISPLAY ADS - Full Color at no extra cost. Includes **FREE BUSINESS LISTINGS & LOGOS** (value \$200-600) with any 1/8, 1/4, 1/2 or Full Page Full Color Display Ad purchase.

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Deadline: "drop dead" 9/30/17

Media Kit: www.ATM2018.com

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