Up 1980, my beginner band experience started with a recruitment night at the Jr. high school. And as happens across the country, students wanting to participate had to provide their own instruments. It was expensive for a new one, and rentals varied in price based on their condition and age. The past two decades or so as "e-commerce" became the norm, parents are now warned about ing a local dealer who can provide in-person assistance if an in-...
Editorial Focus

SBO features practical, hands-on editorial content, including:

UPCLOSE Q&A INTERVIEWS AND FEATURES: Each issue, SBO delivers compelling and insightful interviews, reports, and stories especially relevant to today’s instrumental music teachers.

MAC CORNER: The Music Achievement Council’s bi-monthly column presenting practical, hands-on strategies for teaching music.

INSERVICE: Col. (USA Ret.) Thomas H. Palmatier writes about the importance of leadership and serving the community with your music program.

AUDIOTECH: Bestselling author Bobby Owsinski explains all things audio production to demystify the recording process for instrumental music educators.

GOODVIBES: Kevin Lucas hits on all things keyboard percussion in the Good Vibes, from techniques to teaching tips.

FESTIVALS: Special focus on planning travel, festival strategies, surviving the big annual trip each year and more!

TECHNOLOGY: Dr. George Hess writes columns throughout the year on the best audio tech products for your program.

MODERN BAND: Each month we focus on today’s newest genre, the Modern Band incorporating pop music instruments and repertoire, by the teachers who lead these programs.

HEADLINES: Read the latest and greatest happening in the world of music education and instrumental music.

NEW PRODUCTS: We announce the new products available to help your students make great music.

TONE DEAF COMICS: A monthly funny for instrumental music directors.

PLAYING TIPS: User-submitted tips for teaching

Music Educators Trust Every Issue of SBO!
### Display Advertising

#### Rate Card

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### Classifieds

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**Need Design Help?** $200 fees apply for one-time designs. $100 fee for changes to existing artwork.

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### Specifications

**All Bleed Ads Must Have 0.125 Inches Past the Trim Edge and All Live Areas Must Remain .25 Inches Inside the Page Trim Size.**

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125” space on each side of the fold for safety (total .25”).

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEGs or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign C6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included.

**IMPORTANT PRINT NOTE:** All Spot, RGB, & LAB Colors Should Be Converted to CMYK to avoid any color conversion/opacity flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

**Publisher is Not Liable for Inferior Outcome If Guidelines Are Not Followed.**

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only.

Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs are not supplied.

If you have questions or concerns regarding ad or insert specifications, please contact Angela Marlett, 800-682-8114 ext. 5, angela@mmrmagazine.com. For ad sales information, please contact your account manager.

Contact your salesperson for delivery options for advertising materials.
**NEWSLETTER ADVERTISING**

**HIGH VISIBILITY**

**www.sbomagazine.com/newsletter/**

**600x350 Exclusive Header**

November 26, 2021
Berklee Creates Scholarship Fund in Honor of Recording Legend Al Schmitt
Berklee has created the Al Schmitt Engineering Scholarship to honor the legacy of multiple Grammy Award-winning recording engineer and producer Al Schmitt. The scholarship was established by the Music Production...

Read more...

November 22, 2021
Ohio Music Education Association Seeks New Executive Director and...

**600x350 Body Ad Spaces Available**

**NEWSLETTER SPECS**

- **Acceptable Formats:** .jpg, .gif (No Flash)
- **Size requirements:** around 200K
- **All newsletter spots are EXCLUSIVE**

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<td>$1,500/per email blast</td>
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**SPEC NOTE:**
- Send .html or .txt file designed for a width of 600-700 pixels wide; there is no restriction on height using this option.
- Do not send images as a separate file. ALL images must be housed on your end with full image links embedded directly as absolute, full paths to images and links.
- All styling is inline (no css or styling in header).
- Do not include scripting of any sort (i.e., no javascript).
- Table-based layouts will provide the most consistent display for all email clients and programs.
- We cannot accept html copied from a third party email client like Mailchimp, Constant Contact, etc.

**Tel:** (800) 682-8114
**JEFF DONNENWERTH** ext. 1  
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cell 678-427-1535

**Mike Lawson, Publisher, ext. 5**  
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**JUDY WANG**  
Greater China  
Worldwide Focus Media  
0086-13810325171  
judy@mmrmagazine.com

sbomagazine.com
WEB PAGE ADVERTISING

HIGH VISIBILITY

WEBSITE ADVERTISING

WEB BANNER SPECS

Acceptable Formats: .jpg, .gif
Size requirements: around 200K
We do not allow audio.

- **1125 x 200 HEADER**
  
  This ad appears on ALL pages in the site - maximum 3 clients
  
  $1500/month

- **330 x 330 MULTIPLE LOCATIONS**
  
  This ad appears on ALL pages in the site
  
  $750/month

- **728 x 90 STICKY FOOTER**
  
  This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
  
  $1250/month

SALES CONTACTS

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