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## MSBOA

### Advertising Offers:

#### 2 PUBLICATIONS ANNUALLY:

- The MSBOA Membership Book
- The MSBOA State Band and Orchestra Festival Program

#### YOUR MESSAGE WILL GO TO:

Teachers and students in over 1,100 public, private, and parochial secondary schools in Michigan

#### YOU WILL HAVE:

Direct access to the Michigan instrumental music education community

#### WHO SHOULD ADVERTISE IN MSBOA'S PUBLICATIONS?

##### ◆ COLLEGES AND UNIVERSITIES:

Announcing new faculty  
Audition Dates  
Workshops  
Summer Programs  
Course Offerings

##### ◆ SUMMER CAMPS:

Audition Dates  
Scholarships  
Offerings  
Camp Rental

##### ◆ INSTRUMENT, UNIFORM AND ACCESSORY MANUFACTURERS

##### ◆ MUSIC DEALERS:

Rental Programs  
Supplies  
Repair  
Lessons

##### ◆ PUBLISHERS AND SHEET MUSIC DEALERS

##### ◆ RECORDING COMPANIES

##### ◆ FUND RAISERS

##### ◆ SPECIAL FUNCTIONS:

Pageants, Fairs, Festivals, Travel,  
Computer Software

### What is MSBOA?

The Michigan School Band and Orchestra Association (MSBOA) is a professional association of over 1,600 instrumental music teachers in Michigan schools. Founded on a single-district basis in 1934, it has grown to a 16 regional-district association in both peninsulas, serving over 1,100 public, parochial, private schools as well as honorary and emeritus members.

Through numerous student-oriented activities such as festivals, workshops, and teacher in-service functions (district and state meetings and clinics,) MSBOA strives to provide continual growth for instrumental music. For instance, each year over 100,000 students in Michigan participate in MSBOA festivals, either individually or as a part of larger groups.

The growth of this association and higher musical standards of individuals and groups are evidence of progress - progress which is noted by others, both in and out of Michigan. Instrumental music has become an ongoing feature in most Michigan schools. The programs are popular, extremely visible and relatively economical.

### Sustaining Membership

Sustaining Memberships are available to commercial firms or individuals distributing goods and service to school music departments for profit. Each membership provides all issues of *The State Band and Orchestra Festival Program*, *The Membership Book*, and the privilege of attending Association Meetings.

All of our advertising programs described in this brochure include a Commercial Sustaining Membership, a value of \$200.

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# Advertisers' Information for MSBOA Publications



**Direct Access to over 1,600  
Instrumental Music Teachers and  
MSBOA Members in Michigan**

Email address: [msboa@msboa.org](mailto:msboa@msboa.org)

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## Advertising Packages . . .

Due to the overwhelming acceptance of our Advertising Packages over the past few years, all advertising will now be available only as a package. This offers you a full year of exposure to our membership in one convenient package. The pricing for our full page and half-page packages will remain the same.

## Website Recognition . . .

Every package will include the placement of your business, college, or university logo (or the name of your business if you do not have a logo) on our web page. We will also include the link to your website attached to the logo. This addition will identify you as a supporter of the MSBOA to not only our membership, but all students, parents and others that visit our website throughout the year.

MSBOA is proud to present our newly designed website. Please check out our new site at [www.msboa.org](http://www.msboa.org), and view the sponsors section at the bottom of the home page.

## Publication Details . . .

- All publications have a finished page size of 8<sup>1/2</sup> " X 11"
- Page layout should either allow for a 1/2" margin or include a complete page bleed.
- All ads are subject to approval and placement by the editor.
- Electronic files are required (pdf preferred).
- You may change the copy of your ad for each publication
- The publications are black and white, however color is available for an additional fee.
- Submit a separate copy of your logo to be inserted on the web page
- Enclose payment or purchase order with your ad copy (check made out to MSBOA.)

## Publication Deadlines . . .

### Membership Book

Ad deadline: September 30

Publication date: November 15

### State B&O Festival Program

Ad deadline: March 15

Publication date: May 1

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## Options . . .

### Full Page Package \$600

A full page ad in our  
Membership List  
State Band & Orchestra Festival Program  
A placement of your logo and link to your  
website on [www.msboa.org](http://www.msboa.org)  
1 year Commercial Sustaining Membership

### Half Page Package \$400

A half page ad in our  
Membership List  
State Band & Orchestra Festival Program  
A placement of your logo and link to your  
website on [www.msboa.org](http://www.msboa.org)  
1 year Commercial Sustaining Membership

### Patron Package \$225

A half page ad in our Membership List  
A listing as a Patron in the State Band  
& Orchestra Festival Program  
A placement of your logo and link to your  
website on [www.msboa.org](http://www.msboa.org)  
1 year Commercial Sustaining Membership

*The Patron listing will show your:*

*Business, College or University name*

*Address*

*Phone number*

*Website and/or email address*

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## MSBOA Publications

**Membership Book** – An annual publication containing the names of the Member Schools of MSBOA; with names, home addresses, and phone numbers of the 1,600 MSBOA members in Michigan. Used actively by directors all year.

**State Band and Orchestra Festival Program** – An annual publication containing a complete listing of the more than 200 Michigan school instrumental groups participating in the State Band and Orchestra Festival each spring. The **Festival Program** is used extensively by directors as a guide to music being played by groups across the State.

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## MAILING LABELS

Mailing labels of the membership may be purchased by MSBOA members. These can be customized by type of group - band, orchestra, jazz, marching band, middle school, high school, and regional area by our 16 District alignment.

An e-file version of the mailing label is available to sustaining and non-profit members that use a mailing service with the understanding that it is a onetime use and the file is destroyed after that use.  
(The cost is the same as the printed label, \$.04 for each address.)

Contact the State Office for details.