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7th Annual

Music Parents Guide **2012**

**Reach 8,500
Music Booster
Programs!**

A Complete Guide for:

- Fundraising Resources
- Travel Companies
- Music Festivals
- Grant Resources
- And Much More!



**Coming
in 2012**

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SCHOOL BAND AND ORCHESTRA

Promote Your Services to 8,500 Music Parents Organizations!

With the 7th Annual

Music Booster's Guide - In Print and Digital Versions!

8,500 copies of this important guide will be shipped to high school music directors and distributed to their booster organizations. Plus, thousands more will view the digital edition. Music parents will use this essential reference filled with a wealth of resources to help them support their school music program.



2012 EDITION

**Place an Advertisement or Postcard and Receive
a Free Comparably Sized "Advertorial" Page**



For example, if you place a full-page ad, you will be entitled to a complimentary full page editorial. This allows you to promote your program and provide significant detail as well. This applies for any size ad you place, from a 1/6 page to a full page.

DIRECT RESPONSE POSTCARD

You may also place a postcard for music parents to respond directly to your company for information. Simply provide MPA with your copy, and we'll print and insert the postcards into the Guide, which is certain to generate targeted response!



THIS IMPORTANT 2012 GUIDE WILL INCLUDE:

- Fundraising Resources
- Travel Companies
- Music Festivals
- Grant Resources
- And Much More!

Advertising Deadline: September 15, 2012

CALL: 1-800-964-5150 x13 or x 14

Distributed October 2012.



Launching in 2012 – a dynamic, up-to-date online music college research resource where students and parents can learn more about the music programs that are most relevant to their individual needs and desires.

Go to Yopus.com today to have your college or university's music program listed in time for the launch in 2012!

HERE'S WHAT THE READERS OF MPA ARE SAYING:

"Sirs, Please add our booster president to your Music Parents America magazine. Thank you for your brilliant concept."

*Chris Holland
Director*

'... I would like to say a huge "thank you" for your supplement issue of Music Parents America. This is a great tool to help band directors to get the point of parental involvement across to our students' families. Thank you so much for helping me, my students and my parents!'

*Amy Garrison,
Director of Bands,
Elgin Public Schools*

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ADVERTISING RATES

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Full Page	\$1,400
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Color Rate:

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Postcard Inserts \$1,575
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- A. All sizes are indicated in inches.
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- C. Trim size is 8.125" X 10.875"
- D. Three columns to a page.

Columns are 2.16" X 10".

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