



ADVERTISING PACKAGE

The **Canadian Association for Music Therapy** (CAMT) is now accepting advertising from the general public and our membership! The following publications offer advertising in hard copy as well as in electronic copy: the *Canadian Journal of Music Therapy* (CJMT) and *Ensemble* (our clinical magazine). Our website, e-publications and Facebook group offer digital advertising.

The content must reflect the music therapy profession and related products, or other arts professions and related products, or other professional health services and related products. The CAMT does not endorse any product, service or information contained in the advertising material. The advertisers will not use the Canadian Association for Music Therapy name, logo, or likeness as endorsement of his/her product, service or information. CAMT reserves the right to refuse an advertisement.

Prices are quoted in CDN\$ and advertisements can be submitted through the year. Deadlines for each publication are stated below. Prepayment is required for all advertisements and must accompany the order form. Orders from outside Canada must be accompanied by an international money order, or paid by Visa. Canadian orders can also be made by cheque or money order. Please make your payment to the **Canadian Association for Music Therapy**. Payment must be made in full before the advertisement will be printed. There is a \$20 charge for NSF cheques.

All advertisements must be **print ready**. The CAMT's official languages are English and French. We recommend advertising in both official languages. Translation is available through the CAMT at an additional cost to the advertiser at a fee of \$.30 a word. Please contact the CAMT office for information.

Advertisements are accepted in black/ white and color. Color advertisements will appear in the electronic versions of the magazine, the journal, and on the web site. Black/white advertisements will appear in the hard copies of the magazine, the journal, and in the conference program, unless the advertisers wish to pay for the additional expense of color advertising in the hard copies. Please contact the CAMT office for an estimate.

Please note: For any photograph(s) submitted, the Executive Assistant will request confirmation of permission for use of the photograph(s). For submissions to CAMT e-publications, your ad must meet the CAMT Social Media Guidelines. Please inquire about these guidelines when placing your order.

PUBLICATIONS

Ensemble (CAMT Clinical Magazine)

The CAMT clinical magazine, *Ensemble*, is a written forum to encourage the exchange and discussion of ideas and information relating to clinical music therapy practice in Canada and is provided to each member of the CAMT. It is published twice a year in separate language editions. We recommend advertising in both official languages. The deadlines for submissions are **July 15th** for a March release, and **February 15th** for a September release.

The Canadian Journal of Music Therapy (CAMT Journal)

The Canadian Journal of Music Therapy is a bilingual, peer-reviewed publication provided to each member of the CAMT. We recommend advertising in both official languages. This journal is published annually. The deadline for submissions is **September 1st** for an August release.

Website

The CAMT website is a resource publication provided for the CAMT membership and the general public. The website is a bilingual resource. We recommend advertising in both official languages. Advertising on the website will be for a period of **6 months** and is accepted year round.

MTA Salut

MTA Salut is an e-newsletter that goes out to our clinical membership once monthly. It is sent to approximately 800 members. Reports show a 57% open rate.

MTAdvocate

MTAdvocate is an e-publication that goes out to our Associate and Corporate Members each quarter. It is sent to approximately 50 members. Reports show a 74% open rate.

Facebook Closed Member Group

Approximately 450 CAMT members belong to a closed group on Facebook where they can dialogue and share information.

ADVERTISING PRICE LIST

please circle your choices

Printed Publications

Publication	Frequency	Size	Regular Rate	Member Rate
Ensemble - (publishes twice yearly)	1 inclusion	Full Page	\$ 200.00	\$ 160.00
		Half Page	\$ 125.00	\$ 100.00
		Quarter Page	\$ 75.00	\$ 60.00
		Eighth Page	\$ 50.00	\$ 40.00
Journal - (publishes once yearly)	1 inclusion	Full Page	\$ 100.00	\$ 80.00
		Half Page	\$ 70.00	\$ 55.00
		Quarter Page	\$ 40.00	\$ 30.00

Digital Publications

Publication	Frequency	Size	Regular Rate	Member Rate
Website -	6 months	Banner	\$ 125.00	\$ 100.00
		Square	\$ 75.00	\$ 60.00
Facebook	1 Posting	n/a	\$ 40.00	\$ 30.00
	1 posting per week for 4 wks	n/a	\$ 125.00	\$ 100.00
MTA Advocate (publishes quarterly)	1 inclusion	Banner	\$ 70.00	\$ 55.00
		Square	\$ 40.00	\$ 30.00
	2 Inclusions	Banner	\$ 150.00	\$ 120.00
		Square	\$ 100.00	\$ 80.00
MTA Salut (publishes monthly)	1 inclusion	Banner	\$ 75.00	\$ 60.00
		Square	\$ 50.00	\$ 40.00
	6 Inclusions	Banner	\$ 300.00	\$ 240.00
		Square	\$ 250.00	\$ 200.00

DISCOUNTS

Discounts are as follows:

- 10%** discount for two consecutive ads in the clinical magazine
- 20%** discount for advertising in two publications of your choice
- 30%** discount for advertising in three publications of your choice
- 35%** discount for advertising in four publications of your choice
- 40%** discount for advertising in five publications of your choice
- 45%** discount for advertising in all six CAMT publications

SIZING CHART

Printed Publications

Publication	Size	Dimensions (cm)	Quality	File type
Ensemble -	Full Page	24.75 x 19	300 dpi	png, jpg, pdf
	Half Page	12 x 19	300 dpi	png, jpg, pdf
	Quarter Page	5.8 x 19	300 dpi	png, jpg, pdf
	Eighth Page	5.8 x 9.2	300 dpi	png, jpg, pdf
Journal -	Full Page	10 x 17.8	300 dpi	png, jpg, pdf
	Half Page	10 x 8.6	300 dpi	png, jpg, pdf
	Quarter Page	10 x 5.3	300 dpi	png, jpg, pdf

Digital Publications

Publication	Size	Dimensions (px)	Quality	File type
Website -	Banner	100 x 220	96 dpi	png, jpg, pdf
	Square	250 x 220	96 dpi	png, jpg, pdf
Facebook		n/a	96 dpi	png, jpg, pdf
		n/a	96 dpi	png, jpg, pdf
MTA Advocate	Banner	700 x 175	96 dpi	png, jpg, pdf
(publishes quarterly)	Square	175 x 175	96 dpi	png, jpg, pdf
MTA Salut	Banner	700 x 175	96 dpi	png, jpg, pdf
(publishes monthly)	Square	175 x 175	96 dpi	png, jpg, pdf

ORDER FORM

Advertiser Details:

Company Name:		
Contact:		
Address:		
City:	Province/State:	Country:
Postal Code/Zip Code:	Telephone:	Fax:
E-mail Address:		
Website/URL:		

CAMT MEMBER: (Please circle) **YES NO**

PAYMENT DUE: Advertising Total (before discount): \$ _____
Less discount: **Consecutive** (10%) \$ _____
Combo (20% 30% 35% 40% 45%) \$ _____
TOTAL : \$ _____

To Pay by Visa:

VISA No. _____ Expiry Date ____ / ____

Signature _____

Please make cheque/money order payable to:

Canadian Association for Music Therapy

Mail to:

Canadian Association for Music Therapy
1124 Gainsborough Rd, Suite 5, London, ON, N6H 5N1

Please direct advertising inquiries to: Pam Lansbergen, Executive Assistant, CAMT
Canadian Association for Music Therapy
info@musictherapy.ca