

Tactus Advertising Rate Sheet

Tactus is the official magazine of the Western Region of the American Choral Directors Association. Published three times per year, *Tactus* is mailed directly to 1,500 working choral directors, and seen by website visitors. Our members and readers represent choral musicians in Arizona, California, Hawai'i, Nevada and Utah who work with church choirs, community choruses, professional ensembles, children's and youth choruses, and school choirs from elementary through college and university.

Each issue of *Tactus* includes feature articles and profiles, news about upcoming ACDA events, first-person essays on the choral profession, and practical items on vocal technique, pedagogy, repertoire, and much more. See below for information about rates, sizing, and deadlines.

Advertising Rates & Sizing	Single Issue	Annual (3 issues) Beginning Fall 2021
Back cover (7" W x 6.25" H, Full Color)	-N/A-	\$950 as available
Inside front cover (8.5" x 11" Full Color)	-N/A-	\$900 as available
Inside back cover (8.5" x 11" Full Color)	-N/A-	\$850 as available
Full page (8.5" x 11" Full Color)	\$425	\$825
Full page (8.5" x 11" Black & White)	\$375	\$750
1/2 page (8" x 5" Black & White)	\$200	\$400
1/4 page (3.5" x 5" Black & White)	\$125	\$300

Ad Artwork Specifications: Please follow these guidelines for your ad and/or share them with your graphic designer:

- Submit ads as **high-resolution** graphic files (300 dpi or greater) in either **JPEG or PDF format** .
- Do **NOT** include **crop marks** or **bleeds**.
- If you are purchasing a black and white ad, please submit your file in **grayscale** (not color).
- Please **include your institution's name or initials** in the graphic file name.
- Please note that ads that do not meet these specifications may not be accepted.

Once you have reserved and paid for your ad, you will receive a link to upload your ad artwork to a Google Form. If your ad is not yet ready at the time you reserve and pay for it, please make sure to upload it before the deadline referenced in the table below.

Deadlines & Publication Dates

Fall 2021:	Reserve space by July 1 Submit artwork by July 15 Published August 15
Winter 2022:	Reserve space by December 1 Submit artwork by December 15 Published January 15
Spring 2022:	Reserve space by March 15 Submit artwork by March 30 Published April 30