## **2017 Directory of Music Schools**



#### Grove City College (Grove City)



This four-year private independent liberal arts college is affiliated with the Presbyterian Church. Music Education graduates have been placed into teaching positions throughout the United States. Grove City College offers a quality education at an affordable cost in a thoroughly Christian environment. Contact: Jeffrey Tedford, 100 Campus Drive, 724-450-1557, fax: 724.458.2164, jmteford @gcc.edu. Deadline: 11/1 and 2/1. Degrees: 1,2,7,11,12. 90 music majors, 10 faculty, 2,500 total enrollment. 3 bands, 2 jazz bands, 2 orch., 3 chor.

www.gcc.edu/ti

A sample listing for a school with a large display ad: The listing includes a picture of the school and a web address. Picture and link will be included in online edition as well.

## 1. Free Listing – Get your listing in early and avoid the rush when school starts.

Include your college in the 2017 Directory of Music Schools in the October issue of *The Instrumentalist*. The Directory will be available to students and directors, both in print and online. The basic listing is free and includes useful information about the programs at each school.

# Deadline for Free Listing: September 8, 2017

File online: www.theinstrumentalist.com/college (or return the enclosed form)

Ad Deadline: September 11, 2017

### 2. Promotional Opportunities

Many schools supplement the basic free listing with a display ad. There are several attractive options to expand your basic listing for both the print and online editions, including photos of the college, web links, and online ads. We can help you find the best way to draw prospective students to your school's website.

- Print and Online editions
- Display Ads (full page, <sup>2</sup>/<sub>3</sub> page, <sup>1</sup>/<sub>2</sub> page, <sup>1</sup>/<sub>3</sub> page, <sup>1</sup>/<sub>4</sub> page, <sup>1</sup>/<sub>6</sub> page)
- Photo of Your School (FREE with full-, <sup>2</sup>/<sub>3</sub>-, or <sup>1</sup>/<sub>2</sub> page ads)
- Web Ad (FREE with full-, <sup>2</sup>/3-, or <sup>1</sup>/2 page ads)
- Direct Web Link with online edition, web address in print edition FREE with any display ad or just \$35 as a supplement to your free listing.

Return the enclosed form or call toll free 888-446-6888 to discuss any of these options.

## **Directory of Music Schools**

The Instrumentalist, October 2017

## **Free Listing Form**

State:			Deadline
University and Name of Music So	Complete online:		
City:			Ad doadling:
Admissions Contact Person:			September 11
Admissions Address:			
Telephone:	Fax:		Doutouming Crowns
E-mail:			Performing Groups (Fill in number of groups)
Website:			bands/wind ensembles
	Undergraduate	Graduate	jazz bands
Admissions Deadline: (month/day)			orchestras
Annual tuition In State:	\$	\$	choruses
Out of State:	\$	\$	
Degrees offered (use codes on right)			<b>←</b> Degrees Offered
Number of music majors			1 Performance 2 Music Education
Number of music faculty			3 Theory 4 Composition
Total school enrollment			5 History/Musicology
			6 Conducting 7 Church Music
A brief description of the school's focus or	r special features. (50	)-word limit)	8 Music Therapy 9 Jazz Studies 10 Arts Administration 11 Music Industry
			12 Music Theater 13 Recording Technology Other-please list
☐ Use last year's description.	☐ The description	n is attached.	
☐ Please contact me to disc	cuss adding a dire	ct web link or dis	splay ad.
Name:		Telephone	:
E-mail:			

## Special Rates for Colleges

Advertising Order Form Ad Deadline: September 11

Full page ad, \$865    2/3 page ad, \$805   1/2 page ad with picture and web link above.   1/2 page ad, \$595  Stand out from the crowd — includes:   Photo of school with listing   Ad in online edition — see back for specs   Web address in print edition   Direct web link in the online edition   1/3 page ad, \$415   1/4 page ad, \$395   1/6 page ad, \$415   1/6 page ad, \$225  Your display ad in the print edition also includes:   Web address in print edition   Direct web link in online edition   Direct web link in print and online edition   Direct web link in online editi					
2/3 page ad, \$805   with picture and web link above.   1/2 page ad, \$595	☐ 2/3 page ad, \$805		ensembles. Contact: Lea Antone, 18111	.edu. Deadline: 1/15. Degrees: 1,2,4,6.	Jefferson, 24255 Pacific Coast Highway, 310-506-4111, fax: 310.506.4077, fineart- sadmissions@pepperdine.edu. Deadline: 1/5. Tuition: \$46,440. Degrees: 1,2,4. 80 music
Stand out from the crowd — includes:  Photo of school with listing Ad in online edition — see back for specs  Web address in print edition Direct web link in the online edition  If Japage ad, \$415 If ling pakes ad, \$395 If large add, \$395 If large add, \$395 If large add, \$395 If large add, \$225  Your display ad in the print edition Direct web link in online edition  Solice of the page add, \$355 If large address in print edition Direct web link in online edition  Solice of the line manner promise content and solice line of the line manner promise content and solice line of the line manner promise content and solice line of the line manner promise content and solice line of the line		, <u>-</u>	csun.edu. Undergraduate deadline: 11/30. Undergraduate degrees: 1,2,4,8,9,11; minor: 12. Undergraduate tuition: \$6,544	faculty, 5,677 total enrollment. 2 bands, 2 jazz bands, 1 orch., 4 chor.	majors, 45 faculty, 3,100 total enrollment. 1 band, 1 jazz band, 1 orch., 2 chor.
Stand out from the crowd — includes:  Photo of school with listing Ad in online edition — see back for specs Web address in print edition Direct web link in the online edition  2. Medium/Small Display Ads  1/3 page ad, \$415  1/4 page ad, \$395  1/6 page ad, \$225  Your display ad in the print edition Direct web link in online edition Direct web link in online edition  3. Direct Web Link  Web link in print and online edition  The Music Concervacy of probability programs and online edition  San Pirect Web Link  Web link in print and online edition  The Music Concervacy of Probability programs to the twenty in the context of one Adultation and programs in The Music Concervacy of Probability of the San	☐ 1/2 page ad, \$595		res., \$12,124 non-res. Graduate admission: ongoing. Graduate tuition: \$7,810	Music (Los Angeles) focuses on training	San Francisco Conservatory of Music (San
Photo of school with listing Ad in online edition — see back for specs Web address in print edition Direct web link in the online edition  Li/3 page ad, \$415 Li/4 page ad, \$395 Li/6 page ad, \$225  Your display ad in the print edition Direct web link in online edition  Solvent web link in online edition  Announcing SfcM's new Technology and Apply formposition Major and online editions  Print listing with web address highlighted.  Web link in print and online editions  Print listing with web address highlighted.  Web link is print and online edition.)  Print listing with web address highlighted.  Web link also included in online edition.)  Print listing with web address highlighted.  Web link also included in online edition.)  Display Ad Specifications on reverse side.  Print listing with web address highlighted.  Web link also included in online edition.)  Print listing with web address highlighted.  Web link also included in online edition.)  Display Ad Specifications on reverse side.	Stand out from the crow	d – includes:	1,2,4,6,11. 600 music majors, 50 graduate students, 72 faculty, 40,000 total enrolls	Conservatory of Music provide full	
Web address in print edition Direct web link in the online edition  1. Medium/Small Display Ads  1. Me			Musco Conservatory of Music provides	qualified college-age applicants. BM PD, MM, AD, and PSC programs in perform- ance are offered, orchestral instruments	
Direct web link in the online edition  2. Medium/Small Display Ads    1/3 page ad, \$415			sional musical training program, coupled with a supportive liberal arts environment,	and piano. Located in downtown Los Angeles. Contact: Kathleen Tesar, 200	
2. Medium/Small Display Ads    1/3 page ad, \$415   Indicates the content of the page ad, \$395   Indicates the page ad, \$225			it. Our music curriculum prepares students to enter a variety of professional fields	admissions@colburnschool.edu. Deadline: 12/1. Degree: 1. Graduate deadline: 12/1.	The San Francisco Conservatory of Music educates exceptionally talented musicians
□ 1/3 page ad, \$415 □ 1/4 page ad, \$395 □ 1/6 page ad, \$225  Your display ad in the print edition • Direct Web Link □ Web link in print and online editions, \$35  Chicago College of Performing Arts, Roosevelt University (Chicago) CCPA brings together its professional degree programs in The Music Conservatory and The Theater Conservat	2 M 1: /0 11 D:		after graduation or continue their studies in top graduate programs. Contact: Casey	students, 42 faculty. 1 orch.	from around the world to become artists of the highest caliber, as well as musical citi- zens prepared for the challenges of the 21st century. Contact: Melissa Cocco-Mitten, 50
1/3 page ad, \$415   1/4 page ad, \$395   1/6 page ad, \$225		· '	The listing of music schools is also available online at the	beautiful campus overlooking the Pacific Ocean, Pepperdine offers exciting perform-	Oak Street, 415-503-6231, fax: 415.503.6299, admit@sfcm.edu. Deadline:
1/4 page ad, \$395     1/6 page ad, \$225     Your display ad in the print edition also includes:   • Web address in print edition   • Direct Web Link     Web link in print and online editions, \$35     Chicago College of Performing Arts, Roosevelt University (Chicago) CCPA brings together its professional degree programs in The Music Conservatory and The Theater Conservatory, the provides professional training for actors, musicians, and teachers within the context of one of the worlds great cultural cities. Contact: Aslee Hardgrave, 430 S. Michigan Ave, 312-341-3789, fax: 312-341-3538, music@roosevelt.edu. Deadline: 1/15. Tuition: \$23,750. Display Ad Specifications on reverse side.    Print listing with web address highlighted. (Web link also included in online edition.)		\	(No login required to view list- ing.) The Instrumentalist grants	study with world renowned musicians at an academically top ranked liberal arts universi-	12/1. Undergraduate tuition: \$40,000. Undergraduate degrees: 1,4. Graduate dead- line: 12/1. Graduate tuition: \$40,000.
Your display ad in the print edition also includes:  • Web address in print edition  • Direct web link in online edition  3. Direct Web Link  Web link in print and online editions, \$35  Chicago College of Performing Arts, Roosevelt University (Chicago) CCPA brings together its professional degree programs in The Music Conservatory and The Theater Conservatory. It provides professional training for actors, musicians, and teachers within the context of one of the world's great cultural cities. Contact: Ashlee Hardgrave, 430 S. Michigan Ave, 312-341.  3789, fax: 312-341.6358, music@rosevelt.edu. Deadline: 1/15. Tuition: \$23,750.  Display Ad Specifications on reverse side.	☐ 1/4 page ad, \$395	`	make up to 50 copies of this list-	ble undergraduate majors as well as for non-	Graduate degrees: 1,4,6. 108 faculty, 173 total enrollment. 2 bands, 2 orch., 2 chor.
Web address in print edition Direct web link in online edition  Joine Web Link Web link in print and online editions, \$35  Chicago College of Performing Arts, Roosevelt University (Chicago) CCPA brings together its professional degree programs in The Music Conservatory and The Theater Conservatory. It provides professional training for actors, musicians, and teachers within the context of one of the world's great cultural cities. Contact: Ashlee Hardgrave, 430 S. Michigan Ave, 312-341-3789, fax: 312-341-6358, music@roosevelt. edu. Deadline: 1/15. Tuition: \$23,750. Degrees: 1,24,9,12. 379 music majors, 100 faculty, 575 total students. 1 band, 2 jazz brok 2 orbor 2 chore  Display Ad Specifications on reverse side.	☐ 1/6 page ad, \$225	5	ing for statents and parents.	Oniversity ensembles. Contact: Worgan	www.stem.edu
• Direct web link in online edition  3. Direct Web Link  Web link in print and online editions, \$35  Chicago College of Performing Arts, Roosevelt University (Chicago) CCPA brings together its professional degree programs in The Music Conservatory and The Theater Conservatory and The Theater Conservatory it provides professional training for actors, musicians, and teachers within the context of one of the world's great cultural cities. Contact: Ashle Hardgrave, 430 S. Michigan Ave, 312-341-3789, fax: 312-341.6358, music@roosevelt.  Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)  Print listing with web address highlighted. (Web link also included in online edition.)	Your display ad in the print	edition also includes:			
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Chicago College of Performing Arts, Roosevelt University (Chicago) CCPA brings together its professional degree programs in The Music Conservatory and The Theater Conservatory. It provides professional training for actors, musicians, and teachers within the context of one of the world's great cultural cities. Contact: Ashlee Hardgrave, 430 S. Michigan Ave, 312-341-3789, fax: 312.341.6358, music@roosevelt. edu. Deadline: 1/15. Tuition: \$23,750. Degrees: 1,2,4,9,12. 379 music majors, 100 faculty, 575 total students. 1 band, 2 jazz bands 2 orch				146	
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bands 2 orch 2 chor Display Ad Specifications on reverse side.					OCTOBER 2014 / THE INSTRUMENTALIST 45
Darieds, 2 Orients, 2 error.			Display Ad	Specifications on re	everse side.
(Web address are not included with free listings.)		/W/ 1 11 .			
	faculty, 575 total students. 1 band, 2 jazz bands, 2 orch., 2 chor.	(Web address are not included with free listings.)			
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College/University	faculty, 575 total students. 1 band, 2 jazz bands, 2 orch., 2 chor.				
	faculty, 575 total students. 1 band, 2 jazz bands, 2 orch., 2 chor.	included with free listings.)			
Address	faculty, 575 total students. 1 band, 2 jazz bands, 2 orch., 2 chor.	included with free listings.)  College/University			
Address  City, State	faculty, 575 total students. 1 band, 2 jazz bands, 2 orch., 2 chor.	College/University _ Address _			

Call to order or for more information: 888-446-6888, fax: 847.446.6263

Email: advertising@theinstrumentalist.com

Person placing order \_\_\_\_\_

Telephone (\_\_\_\_\_)\_\_\_\_

E-mail \_\_\_\_\_

## **Ad Sizes and Shapes**

Larger ads (1/2 page and bigger): include a free ad in the online edition ( $180 \times 120$  pixels, jpeg format) and a color picture of your school to go with the listing (print and online version).

Full Page – (no bleed)
7" wide (3 columns)
10" tall

Full Page – (with bleed)
Live area - 7"x10"
Page trim size 8.25"x10.875"

Add .25" on all sides for a bleed – this means your ad will go to the edge of the page.

Do not put type near edge of ad if using a bleed.

2/3 Page
(no bleed)

4.583" wide
(2 columns)
x 10" tall

1/2 Page - horizontal
(no bleed)
7" wide x 5" tall

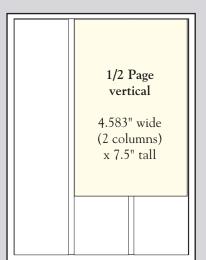
1/2 Page - horizontal
(with bleed)
5.5" tall x 8.25" wide
Bleed Size: 5.75"x 8.75"
(add .25" on bottom/sides for bleed.)

Do not put type near edge of ad if using a bleed.

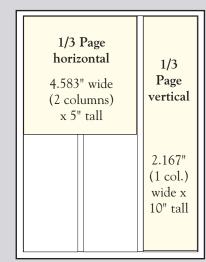
Free web ad

Free web ad

Free web ad

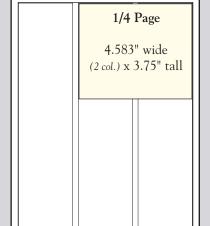


Free web ad



### Artwork Requirements:

- All images should have a minimum resolution of 300 dpi and be in CMYK color format.
- All fonts must be **embedded** or attached.
- Please doublecheck ad dimensions.
- Flatten all layers before saving final version. (Save a version with layers for future changes.)
- All fractional ads must have a distinct border on all sides. This border is to be included in the dimensions of the ad.
- Please pay careful attention to the dimensions of fractional ads. They must fit into the appropriate column width.
- Full Page Ads: Text and important graphics should not be placed near edges of page. Live area should not exceed 7 inches wide or 10 inches tall.



1/6 Page vert.

2.167"
(1 column)
wide x
5" tall

1/6 Page horiz.
4.583" wide
(2 col.) x 2 1/2" tall

#### **Acceptable Formats:**

- High-resolution PDFs preferred.
- Photoshop, Indesign, Illustrator
- Quark Xpress
- TIFF
- JPEG
- EPS (will accept but not preferred.)

Note: Microsoft Office documents are not accepted.

## **Advertise in the Annual Music School Directory**

### Join these advertisers and highlight your school's music program in The Instrumentalist's October College Issue

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Augustana College
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The College of Saint Rose
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Indiana Wesleyan University
Ithaca College
Lawrence University

Manhattan School of Music

Michigan State University

North Park University Northern State University Northwestern University Oberlin Conservatory Oklahoma City University Otterbein University Palm Beach Atlantic University Peabody Conservatory Roosevelt University **Rutgers University** San Francisco Conservatory Stetson University Temple University University of Central Florida University of Georgia University of Iowa

Univ. of Massachusetts/Amherst University of Miami Univ. of Missouri-Kansas City University of Nebraska/Kearney University of North Texas University of Notre Dame University of Oklahoma Press University of Oregon University of St. Thomas University of Tennessee/Knoxville University of Vermont West Chester University Willamette University William Patterson University Wright State University

#### 2015

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Ithaca College

Lamar University Lawrence University Mercer University Michigan State University North Park University Northern State University Northwestern University Oberlin Conservatory Oklahoma City University Otterbein University Palm Beach Atlantic University Peabody Conservatory Pepperdine University Roosevelt University **Rutgers University** San Francisco Conservatory Stetson University

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University of Miami
Univ. of Missouri-Kansas City
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Susquehanna University

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