

SASKATCHEWAN REGISTERED MUSIC TEACHERS' ASSOCIATION

ADVERTISING OPUS MONTHLY E-NEWSLETTER

The Opus is a monthly e-newsletter that reaches music teachers across Saskatchewan. Our "Ask it Basket" pedagogy columns are a favourite feature as well as announcements from our many programs and initiatives.

The goals of the *Opus e-newsletter*:

1. Accessible and timely dissemination of information to the membership.
2. A record of the organization's activities and initiatives.
3. A platform for pedagogical information with a focus on Saskatchewan content.
4. A platform for advertisers.
5. A means to share information from similar organizations.

Audience: Approximately 200 Saskatchewan Music Teachers' Association members.

Open Rate: Currently, SRMTA e-newsletters receive a 74-77% open rate.

Frequency: The *Opus e-Newsletter* is published monthly (Aug to June) for 11 issues per year.

Archive: Issues of the *Opus e-Newsletter* are posted to <https://srmta.com/news/opus>

"Click to Expand" Banner Ads - 4 available

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\$30 per issue.

11 issues per year available.

-10% discount for 6 or more issues.

Ads can be changed throughout the year.

Issues need not be consecutive.

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