

Circulation: Approximately 2,500 members of the American Recorder Society, libraries, and music organizations

|                                       |                       |                      |                    |                     |
|---------------------------------------|-----------------------|----------------------|--------------------|---------------------|
| <b>Published four times per year:</b> | <b>Spring</b> (March) | <b>Summer</b> (June) | <b>Fall</b> (Sept) | <b>Winter</b> (Dec) |
| <b>Reserve Space Deadlines:</b>       | Dec 15                | March 15             | June 15            | Sept 15             |
| <b>Artwork Deadlines:</b>             | January 1             | April 1              | July 1             | Oct 1               |

### ADVERTISING RATES – Black & White (in US dollars), per ad

| Page Size/ Shape  | 1x    | 3x    | 4x    |
|-------------------|-------|-------|-------|
| Full Page         | \$579 | \$522 | \$480 |
| 2/3 Page          | \$461 | \$415 | \$382 |
| 1/2 Page          | \$384 | \$345 | \$318 |
| 1/3 Page          | \$300 | \$270 | \$244 |
| 1/4 Page          | \$234 | \$211 | \$191 |
| 1/6 Page          | \$184 | \$166 | \$148 |
| 1/8 Page Vertical | \$133 | \$120 | \$111 |
| 1/12 Page         | \$100 | \$ 92 | \$ 85 |

### Color rates, per ad

| 4 COLOR           | 1x    | 3x    | 4x          |
|-------------------|-------|-------|-------------|
| Back Cover        |       |       | Unavailable |
| Inside Back Cover |       |       | Unavailable |
| Full Page         | \$735 | \$675 | \$641       |
| 2/3 Page          | \$580 | \$530 | \$505       |
| 1/2 Page          | \$465 | \$420 | \$398       |
| 1/3 Page          | \$350 | \$320 | \$305       |
| 1/4 Page          | \$312 | \$285 | \$272       |
| 1/6 Page          | \$275 | \$250 | \$238       |
| 1/8 page          |       |       | \$139       |

- Rates include web link from ARS website to your web site or email address.
- **First-time advertisers:** First ad must be prepaid directly to the ARS office.
- **Payment:** We accept checks (drawn on US banks only), credit cards and PayPal. No bank wire transfers.
- Advertisers who advertise in three or four issues a year receive discounted rates

### ARTWORK FILES

Preferred formats:

- High resolution PDF files, with all fonts embedded.
- JPG, EPS or TIF
- Microsoft Word files **not** acceptable.

COLOR: 4 color ad must be CMYK, 300 dpi minimum resolution.  
Black & White ads must be saved as grayscale.

Extra charges for typesetting, layout, halftones, size alterations to fit specs, or ads submitted on film

Ad Design fee: \$50 per hour. By arrangement.

### MECHANICAL REQUIREMENTS

| Page Size/ Shape    | Inches<br>(Width x Height) |
|---------------------|----------------------------|
| Full Page           | 6 13/16 x 9 7/16           |
| 2/3 Page            | 4 1/2 x 9 7/16             |
| 1/2 Horizontal      | 6 13/16 x 4 5/8            |
| 1/2 Island Vertical | 4 1/2 x 7                  |
| 1/3 Square          | 4 1/2 x 4 5/8              |
| 1/3 Vertical        | 2 3/16 x 9 7/16            |
| 1/4 Horizontal      | 4 1/2 x 3                  |
| 1/4 Narrow Vertical | 2 3/16 x 6 1/4             |
| 1/6 Horizontal      | 4 1/2 x 2 3/16             |
| 1/6 Vertical        | 2 3/16 x 4 5/8             |
| 1/8 Page Vertical   | 2 3/16 x 3                 |
| 1/12 Page           | 2 3/16 x 2 3/16            |

- Trim size 8 3/8"x 10 7/8"
- Live matter: Keep a minimum of 1/4" from trim sides
- 133-line screen minimum
- Full page Bleeds: add 1/4" beyond trim (for full pages only).
- Binding: Saddle-stitched
- Printing: printed sheet-fed offset on uncoated stock (coated cover).

### CONTRACT & PUBLISHING INFORMATION

- Advertising not commissionable to agencies.
- Advertising subject to acceptance by magazine.
- Advertising Rates are subject to change. On the average rates are increased approximately once every three years.

### WHERE TO SEND ARTWORK FILES

**Gail Nickless**, Editor, American Recorder magazine  
editor@americanrecorder.org

**American Recorder Society**  
**Susan Burns**, Administrative Director  
PO Box 480054, Charlotte NC 28269  
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