

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

Published four times per year:	Spring (March)	Summer (June)	Fall (Sept)	Winter (Dec)
Reserve Space Deadlines:	Dec 15	March 15	June 15	Sept 15
Artwork Deadlines:	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	\$607	\$548	\$504
2/3 Page	\$484	\$436	\$401
1/2 Page	\$406	\$362	\$334
1/3 Page	\$315	\$283	\$256
1/4 Page	\$246	\$221	\$201
1/6 Page	\$193	\$174	\$155
1/8 Page Vertical	\$140	\$126	\$117
1/12 Page	\$105	\$ 97	\$ 89

Color rates, per ad

4 COLOR	1x	3x	4x
Back Cover			Unavailable
Inside Back Cover			Unavailable
Full Page	\$772	\$709	\$673
2/3 Page	\$609	\$557	\$530
1/2 Page	\$488	\$441	\$418
1/3 Page	\$368	\$336	\$320
1/4 Page	\$328	\$299	\$286
1/6 Page	\$289	\$262	\$250
1/8 page			\$146

- 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 (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

Geoffrey Burgess, Editor, *American Recorder*
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American Recorder Society
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