

Advertising in *American Recorder* Magazine

Media Kit 2021



American Recorder is the journal of the American Recorder Society, which recently celebrated its 80th anniversary

A unique quarterly magazine bringing the recorder community together: players, performers, composers, publishers, and makers. With over an 80-year history, it's the Western Hemisphere's go-to recorder publication!



Some of our current advertisers...



Advertising in *AR* gets you exposure on the American Recorder Society's website

With roughly 2,500 members, chapters, consort, and recorder orchestras, as well as 90+ industry subscribers, *American Recorder* magazine has a long reach for a relatively small niche. **All issues are archived online with advertisements hyper-linked**; they also appear in **libraries all over the world** and on **online archives** mainly accessed by learning institutions, including RILM (Répertoire International de Littérature Musicale) and ProQuest.



By the numbers: monthly averages

Active Users: 5,700

New users: 6,000

Sessions : 8,000

Pageviews: 20, 850

What our readers say...

"I find it absolutely luxurious to sit in my armchair and read everything written anywhere of interest to us recorder enthusiasts. It is fascinating reading widening our horizon and bringing us update."

— *Los Angeles, CA*

"I enjoyed the whole issue and read it from cover to cover, as I always do with every issue."

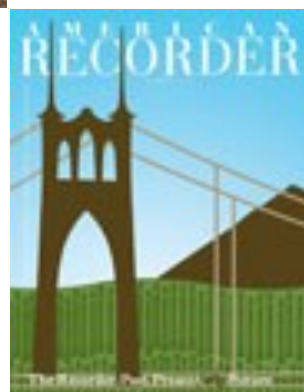
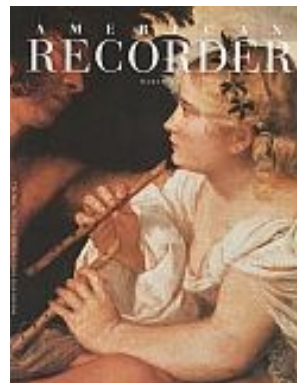
— *Cleveland, OH*

"I love the American Recorder magazine. My first issue was the Sept. 2007 publication. I read it from cover to cover. The article on jazz especially intrigued me."

— *Waco, TX*

"Thanks for a wonderful latest issue of the ARS magazine! All of them are interesting and fun to read, but I found the latest one especially engaging. This one had lots of practical information that is very useful. I usually read each issue cover to cover, and always find inspiration in articles by and about the professionals, great practical tips, and good ideas for music and CD selection. Thank you again for an interesting, fun and useful publication!"

— *Phoenix, AZ*



Circulation: Approximately 2,300 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	\$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

- 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, minimum 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

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

American Recorder Society
Susan Burns, Administrative Director
PO Box 480054, Charlotte NC 28269
(844) 509-1422
director@americanrecorder.org



AMERICAN RECORDER
ADVERTISING INSERTION ORDER FORM
 2021—Vol. LXII

Advertiser:	
Address:	
E-mail:	
Signature	
Date	

RESERVATION FORM I authorize the insertion of advertising in *American Recorder*, as indicated below.

Indicate issues desired for advertising:

- ☐ **Spring 2021**
- ☐ **Summer 2021**
- ☐ **Fall 2021**
- ☐ **Winter 2021**

Advertising Size/Cost in *American Recorder* Magazine – see rate card for details

Size:	
Color:	
Cost per issue:	

Email **Advertising Materials** to:
Gail Nickless
editor@americanrecorder.org
 cc: director@americanrecorder.org

Check here if you prefer to be invoiced and pay online ☐

Or, to pay by credit card through the ARS office:

 VISA / MC / AMEX / Discover

Expiration Date: _____ 3 digit # on back _____

 Signature of cardholder:
CLEARLY PRINT NAME as it appears on Card:

INSTRUCTIONS

Please Email **Insertion Orders** to
Susan Burns, American Recorder Society
advertising@americanrecorder.org
 Checks can be mailed to:
 PO Box 480054
 Charlotte, NC 28269-5300
 Phone: 704-509-1422, Tollfree 844-509-1422

Publishing Schedule Name of Issue	Insertion Order Deadline	Ad Materials Due	Publication Date	Delivery Date (approx.)
SPRING - March	Dec 15	Jan 1	Feb 15	Mar 1
SUMMER - June	Mar 15	April 1	May 15	June 1
FALL - September	June 15	July 1	Aug 15	Sept 1
WINTER - December	Sept 15	Oct 1	Nov 15	Dec 1