

2010

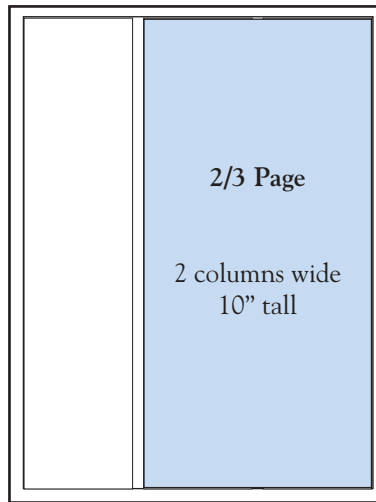
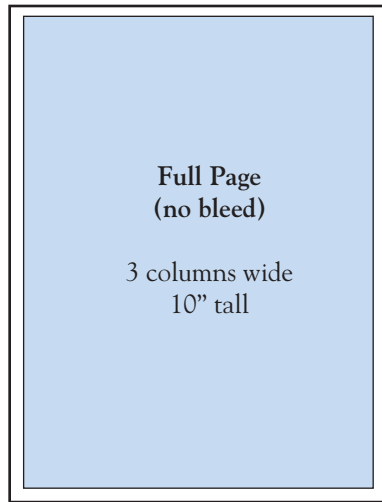
Advertising Information

THE
Instrumentalist

Flute Talk

The Instrumentalist Publishing Co.
200 Northfield Road, Northfield, Illinois 60093
Toll free: 888-446-6888 • 847-446-5000 • Fax: 847.446.6263
www.theinstrumentalist.com
email: advertising@theinstrumentalist.com

Ad Sizes and Shapes



Column Width:

- 1 column = 2 1/6" (13 picas)
- 2 columns = 4 9/16" (27.5 picas)
- 3 columns = 7" (42 picas)

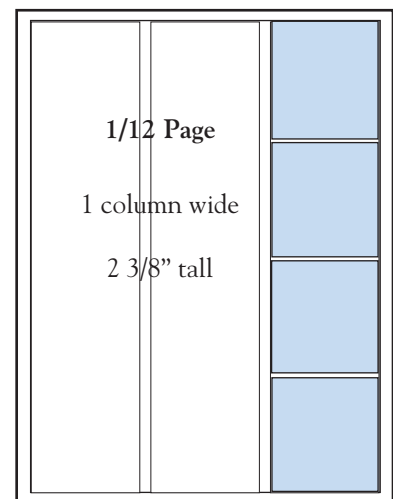
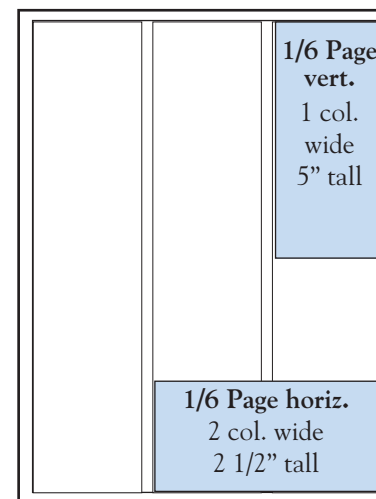
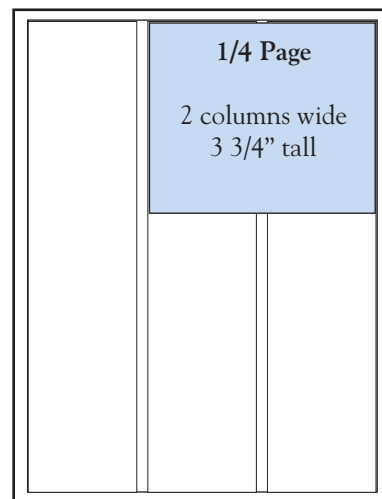
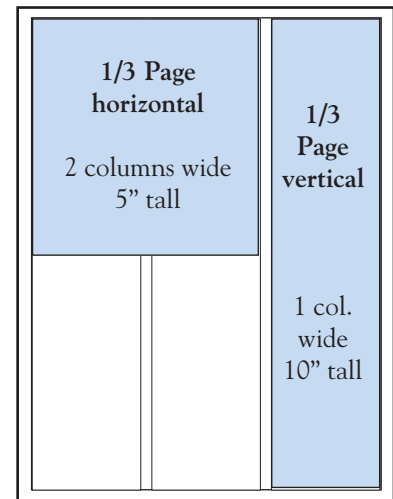
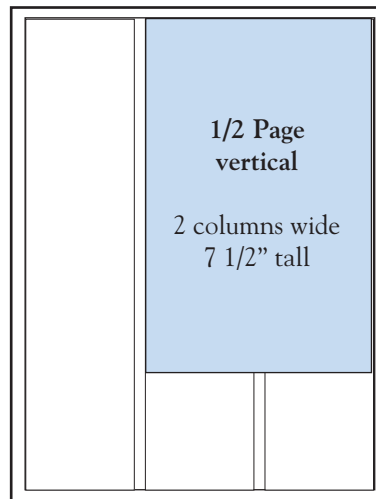
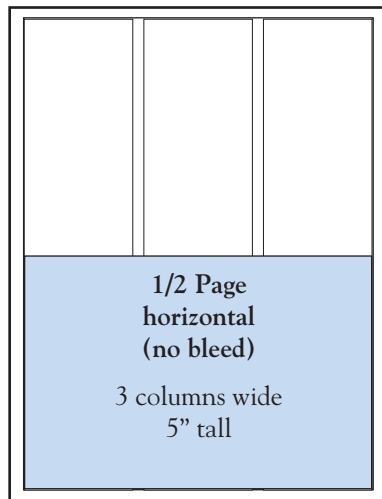
Bleed Measurements:

Full page with bleed:

- Live Area: 7"x10"
- Trim Size: 8 1/4"x10 7/8"
- Bleed Size: 9"x11 5/8"

1/2 page horizontal with bleed:

- Live Area: 5"x7"
- Trim Size: 5 1/2"x8 1/4"
- Bleed Size: 5 3/4"x8 3/4"



Web options are now available. Call for details.

Ad Dimensions

Fractional Ads:

- 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.**

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.

Size	Height	Width
Full page with bleed	11 5/8"	9" (54 picas)
Full page without bleed	10"	7" (42 picas)
2/3 page	10"	4 9/16" (27.5 picas)
1/2 page horiz. with bleed	5 3/4"	8 3/4" (52.5 picas)
1/2 page horiz. without bleed	5"	7" (42 picas)
1/2 page vertical	7 1/2"	4 9/16" (27.5 picas)
1/3 page horizontal	5"	4 9/16" (27.5 picas)
1/3 page vertical	10"	2 1/6" (13 picas)
1/4 page	3 3/4"	4 9/16" (27.5 picas)
1/6 page horizontal	2 1/2"	4 9/16" (27.5 picas)
1/6 page vertical	5"	2 1/6" (13 picas)
1/12 page	2 3/8"	2 1/6" (13 picas)

Technical Specifications

Acceptable Formats:

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

Note: JPEG or GIF formats and Microsoft Office documents are not accepted.

Images/Artwork Requirements:

- All images within a file should have a minimum resolution of **300 dpi**.
- All images should be in CMYK color format.
- All fonts must be **embedded** or attached.
- Be sure to doublecheck dimensions.

Advertising Rates

The Instrumentalist



	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>
One page	\$1895	1755	1625	1545
2/3 page	1345	1245	1155	1090
1/2 page	1055	975	940	875
1/3 page	765	695	655	620
1/4 page	585	525	475	445
1/6 page vert.	425	395	345	325
1/6 page horiz.	295	275	265	245
1/12 page	45	45	45	45
Two pages	3275	3195	2945	2795

12 issues per year. No charge for color or bleed.

Multiple-Ad Discounts:

For ads placed in the same month
In same issue: 15% on smaller ad
In 2 magazines: 10% on each ad

Please call for pricing on specialty inserts.

Deadlines: 1st day of the preceding month (Jan. 1 for Feb. issue).

Reach school band and orchestra directors each month.

Flute Talk



	<u>1x</u>	<u>5x</u>	<u>10x</u>
One page	\$1156	1090	940
2/3 page	821	774	667
1/2 page	647	610	526
1/3 page	451	425	367
1/4 page	370	349	300
1/6 page vert.	312	294	254
1/6 page horiz.	205	193	167
1/12 page	45	45	45
Two pages	1965	1853	1598

10 issues per year. Color is included in all rates. No charge for bleed.

Multiple-Ad Discounts:

For ads placed in the same month
In same issue: 15% on smaller ad
In 2 magazines: 10% on each ad

Please call for pricing on specialty inserts.

Deadlines: 1st day of the preceding month (Jan. 1 for Feb. issue).

Reach students, teachers, adult amateurs, and performers.