

2011

Advertising Information

THE
Instrumentalist

Flute Talk

Clavier's
PIANO EXPLORER

Please contact us for rate information.

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

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

Full Page – (no bleed)
7" wide (3 columns)
10" tall

Full Page – (with bleed)
Live area - 7"x10"
Page trim size -
8.25"x10.875"

Add .25" on all sides for a bleed – this means your ad will go to the edge of the page.

Do not put type near edge of ad if using a bleed.

2/3 Page

4.583" wide
(2 columns)
x 10" tall

Column Width:

1 column = 2.167" (13 picas)
2 columns = 4.583" (27.5 picas)
3 columns = 7" (42 picas)

Bleed Measurements:

Full page with bleed:

Live Area: 7"x10"
Trim Size: 8.25"x10 7/8"
Bleed Size: add .25" on all sides

1/2 page horizontal with bleed:

Live Area: 5"x7"
Trim Size: 5.5" tall x 8.25" wide
Bleed Size: 5.75"x 8.75" (add .25" on bottom and sides for bleed.)

1/2 Page - horizontal (no bleed)
7" wide x 5" tall

1/2 Page - horizontal (with bleed)
5.5" tall x 8.25" wide
Bleed Size: 5.75"x 8.75"
(add .25" on bottom/sides for bleed.)

Do not put type near edge of ad if using a bleed.

1/2 Page vertical

4.583" wide
(2 columns)
x 7.5" tall

1/3 Page horizontal
4.583" wide
(2 columns)
x 5" tall

1/3 Page vertical

2.167"
(1 col.)
wide x
10" tall

1/4 Page

4.583" wide
(2 col.) x 3.75" tall

1/6 Page vert.

2.167"
(1 column)
wide x
5" tall

1/6 Page horiz.

4.583" wide
(2 col.) x 2 1/2" tall

1/12 Page

2.167" (1 column)
wide
x
2.5" tall

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	11.375"	8.75"
Full page without bleed	10"	7"
2/3 page	10"	4.583"
1/2 page horiz. with bleed	5.75"	8.75"
1/2 page horiz. without bleed	5"	7"
1/2 page vertical	7.5"	4.583"
1/3 page horizontal	5"	4.583"
1/3 page vertical	10"	2.167"
1/4 page	3.75"	4.583"
1/6 page horizontal	2.5"	4.583"
1/6 page vertical	5"	2.167"
1/12 page	2.5"	2.167"

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 should have a minimum resolution of **300 dpi** and be in **CMYK** color format. (If you take a photo from a website it will be 72 dpi and too low a resolution.)
- All fonts must be **embedded** or attached.
- Please doublecheck dimensions of ad size.
- **Flatten all layers before saving final version.** (Save a version with layers for future changes.)