

The Clarinet

Advertising Rates and Specifications

GENERAL INFORMATION

The Clarinet is published four times annually and contains 60-108 pages printed offset on 70 lb. gloss stock. Trim size is approximately 8.5" x 11". Total circulation is 4,000 to 4,600 copies printed per issue, with back issues also available.

Advertisers will receive one copy of any issue containing their ad(s) and will be invoiced after the issue is printed.

Payment for advertising is due 30 days after the receipt of invoice.

NOTE: New insertion orders will **NOT** be accepted if a balance is due.

All reservations must be in writing and submitted on the ICA Advertising Insertion Order Form (see Page 4).

DEADLINES

The deadlines for ad insertion is as follows:

| | |
|--------------|-----------------|
| <u>Issue</u> | <u>Deadline</u> |
| December | September 1 |
| March | December 1 |
| June | March 1 |
| September | June 1 |

RATES AND SPECIFICATIONS

| Accepted Size | Picas width x height | Inches width x height | B & W (Single Issue) | Color** (Single Issue) |
|----------------------|-------------------------|---|-------------------------|---------------------------|
| Outside Back Cover * | 53 x 68 (with bleed) | 8-3/4" x 11-1/4" (with bleed) <i>Trim size is approximately 8-1/2" x 11" with 1/8" bleed on each side.</i> | N/A | \$1,100 |
| Inside Front Cover * | 53 x 68 (with bleed) | 8-3/4" x 11-1/4" (with bleed) <i>Trim size is approximately 8-1/2" x 11" with 1/8" bleed on each side.</i> | N/A | \$950 |
| Inside Back Cover * | 53 x 68 (with bleed) | 8-3/4" x 11-1/4" (with bleed) <i>Trim size is approximately 8-1/2" x 11" with 1/8" bleed on each side.</i> | N/A | \$900 |
| Full Page | 46 x 60 | 7-5/8" x 10" (no bleed) | \$460 | \$760 |
| | 53 x 68 (with bleed) | 8-3/4" x 11-1/4" (with bleed) <i>Trim size is approximately 8-1/2" x 11" with 1/8" bleed on each side.</i> | | |
| 2/3 Vertical | 30 x 60 | 5" x 10" | \$350 | \$605 |
| 1/2 Horizontal | 46 x 29 | 7-5/8" x 4-3/4" | \$265 | \$520 |
| 1/3 Vertical | 14 x 60 | 2-3/8" x 10" | \$220 | \$365 |
| 1/3 Square | 30 x 29 | 5" x 4-3/4" | \$220 | \$365 |
| 1/6 Horizontal | 30 x 13.5 | 5" x 2-3/8" | \$130 | \$255 |
| 1/6 Vertical | 14 x 29 | 2-3/8" x 4-3/4" | \$130 | \$255 |

* FIRST REQUEST HONORED. A black & white ad is only acceptable on the inside front/back covers if no four-color ad has been submitted.

** Color ad prices are based on advertiser providing electronic files along with a **high-quality color proof**. Any four-color ad submitted without a quality color proof will require one be generated (incurring a \$90.00 charge); however, if an ad requiring a color proof is submitted to our printer by the deadline, then the printer-generated color proof may be mailed/shipped to the advertiser for approval, and then immediately returned to printer to use for color match at press time.

NOTE: Any ad that does not meet the above dimension specifications may incur additional charges for the alterations necessary to resize the ad. This cost will be added to your invoice for the first issue the ad runs. Additional charges may also be added for late ad submissions. Prices are subject to change.

International Clarinet Association
The Clarinet
Advertising Submission Requirements

RESERVING YOUR AD SPACE

All reservations must be in writing and submitted on the ICA Advertising Insertion Order Form (see Page 4).

PREPARING YOUR AD

Ads must be submitted in PDF (Portable Document Format), TIFF (.tif), EPS (.eps) or JPEG (.jpg) format at 100% size and a minimum resolution of 300 dpi. PDF files must be saved at high resolution with all fonts embedded and CMYK mode. TIFF, EPS and JPEG files should be CMYK mode (not RGB). JPEG files should be saved at highest quality. Preflight all files before submission to ensure all graphics and fonts are included. Ensure all color files are converted to 4-Color process. Pantone colors will be converted to CMYK and may result in slight color variance. Linescreen is 175 lpi. Ensure all graphics are set at 300 dpi / full size.

SUBMITTING YOUR AD

1) Electronic submission via email (*up to 3 MB*)

Send as an attachment to Karry Thomas at karryt@karrythomas.com.

NOTE: Please include the name of the advertiser in the subject line of your email and include contact information in the body of your message.

2) Electronic submission via File Transfer Protocol (*FTP*)

Files may be transferred through the following web site: www.impactprinting.biz

Login as follows and upload files to the “ICA” folder:

username: client

password: transfer

NOTE: When using the FTP option, be sure to send an email to Karry Thomas at karryt@karrythomas.com, to notify the printer that the file has been transferred. It is also necessary to fax a laser copy of the ad to Karry Thomas at 940-648-1118 so that she will have a basis for comparison with your files.

3) Submission via Mail or Shipping

Files that are shipped or mailed should be burned to CD-ROM. Please include the name of advertiser and contact information in the package.

Mail to: Karry Thomas
105 Sunflower Ct.
Justin, TX 76247
Phone/Fax: 940-648-1118

(continued on next page)

International Clarinet Association
The Clarinet
Advertising Submission Requirements
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ART/TYPESETTING SERVICES

Our printer offers design, layout, typesetting, electronic scanning and other art services. Changes to existing ads usually incur a minimum charge of \$25.00, although higher charges may be necessary for some extensive alterations. When halftone screens are involved in or near text, it may be costly to make changes. Charges for extensive or difficult alterations will be handled between the advertiser and our printing company. Any new ad or alterations may require a proof and advertiser approval. The ad needs to be submitted up to 30 days prior to the ad deadline. All quotes for design, art, typesetting or scanning services will be handled through the ICA Advertising Manager unless the work is managed and billed directly between printer and advertiser.

CONTACT INFORMATION

All advertising for *The Clarinet* will be handled through the ICA Executive Director.

Please contact: So Rhee
Executive Director, ICA
P.O. Box 1310
Lyons, CO 80540
801-867-4336 phone
212-457-6124 fax
email: <execdirector@clarinet.org>

NOTE: The International Clarinet Association reserves the right to reject any advertisement the journal editor considers inappropriate.

2010

International Clarinet Association
Advertisement Insertion Order for *The Clarinet*

Please note that written reservation is required.

*Please FAX form to: 212-457-6124 or mail form to: So Rhee, Executive Director
International Clarinet Association
P.O. Box 1310
Lyons, CO 80540
Phone: 801-867-4336
Email: <execdirector@clarinet.org>*

Please place ad in the following issue(s):

- Vol.37, #2 **Mar. 2010** Vol.37, #3 **June 2010** Vol.37, #4 **Sept. 2010** Vol.38, #1 **Dec. 2010**
(deadline: **December 1**) (deadline: **March 1**) (deadline: **June 1**) (deadline: **September 1**)

Please reserve the following space:

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> 1/6 Horizontal, BW | <input type="checkbox"/> 1/6 Horizontal, 4color | <input type="checkbox"/> 1/6 Vertical, BW | <input type="checkbox"/> 1/6 Vertical, 4color |
| <input type="checkbox"/> 1/3 Square, BW | <input type="checkbox"/> 1/3 Square, 4color | <input type="checkbox"/> 1/3 Vertical, BW | <input type="checkbox"/> 1/3 Vertical, 4color |
| <input type="checkbox"/> 1/2 Horizontal, BW | <input type="checkbox"/> 1/2 Horizontal, 4color | <input type="checkbox"/> 2/3 Vertical, BW | <input type="checkbox"/> 2/3 Vertical, 4color |
| <input type="checkbox"/> Full Page, BW | <input type="checkbox"/> Full Page, 4color | <input type="checkbox"/> Inside Cover, BW | <input type="checkbox"/> Inside Cover, 4color |
| <input type="checkbox"/> Outside Cover, 4color | <input type="checkbox"/> Other (Needs prior agreement. Contact Executive Director to discuss.) | | |

Artwork to be sent: (Please refer to the ICA Media Kit for acceptable formats.)

- via email to Karry Thomas at: karryt@karrythomas.com (up to 3 MB)
 via file transfer at www.impactprinting.biz (Please refer to the ICA Media Kit for instructions.)
 via mail or overnight service to: **Karry Thomas, 105 Sunflower Ct., Justin, TX 76247**
 Please repeat from Vol._____, #_____ (required information)
 Please repeat from the last issue.

ADVERTISER (Please list advertiser name as you would like to appear in the **Index of Advertisers.**)

Name _____
Address _____

Phone _____
Fax _____
Email _____
Contact _____

AGENT (if other than Advertiser)

Name _____
Address _____

Phone _____
Fax _____
Email _____
Contact _____

Special Instructions / Alterations to Previously Run Ad: _____

