

*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 4,500 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 order and artwork are 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	\$1,155
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	\$1000
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	\$945
Full Page	46 x 60 (no bleed)	7-5/8" x 10" (no bleed)	\$485	\$800
	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"	\$365	\$700
1/2 Horizontal	46 x 29	7-5/8" x 4-3/4"	\$280	\$545
1/3 Vertical	14 x 60	2-3/8" x 10"	\$230	\$385
1/3 Square	30 x 29	5" x 4-3/4"	\$230	\$385
1/6 Horizontal	30 x 13-1/2	5" x 2-3/8"	\$135	\$270
1/6 Vertical	14 x 29	2-3/8" x 4-3/4"	\$135	\$270

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

**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](mailto: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](http://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](mailto:karryt@karrythomas.com), to notify the printer that the file has been transferred.

**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:       International Clarinet Association  
14070 Proton Rd. Suite 100 LB9  
Dallas, TX 75255-3601 USA  
Phone: 972-233-9107 ex.204  
Fax: 972-490-4219  
Email: [execdirector@clarinet.org](mailto:execdirector@clarinet.org)

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

***(Advertisement Insertion Order Form on next page.)***

# Advertisement Insertion Order for *The Clarinet*

*Please note that written reservation is required.*

**Please FAX form to: 212-457-6124** or mail form to: International Clarinet Association  
14070 Proton Rd. Suite 100 LB9  
Dallas, TX 75255-3601 USA  
Phone: 972-233-9107 ex.204  
Fax: 972-490-4219  
Email: [execdirector@clarinet.org](mailto:execdirector@clarinet.org)

## Please place ad in the following issue(s):

- Vol.39, #2 **March 2012** (deadline: **December 1**)  
 Vol.39, #3 **June 2012** (deadline: **March 1**)  
 Vol.39, #4 **Sept. 2012** (deadline: **June 1**)  
 Vol.40, #1 **Dec. 2012** (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](mailto:karryt@karrythomas.com) (up to 3 MB)  
 via file transfer at [www.impactprinting.biz](http://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 NAME** (Please list advertiser name as you would like to appear in the *Index of Advertisers*.)

\_\_\_\_\_

## BILLING INFORMATION

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**AGENT** (if other than Advertiser)

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Special Instructions / Alterations to Previously Run Ad:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_