



**AMERICAN RECORDER**  
**ADVERTISING RATE & SPECIFICATIONS**  
**THROUGH NOVEMBER 2011—Vol. LII**

Circulation: Approximately 2,100 members of the American Recorder Society, libraries, and music organizations

Published five times per year:                    January                    March                    May                    September                    November  
 Advertising Deadlines:                    **December 1**                    **February 1**                    **April 1**                    **August 1**                    **October 1**

**ADVERTISING RATES – Black & White**

Page Size/ Shape	Picas	Inches	1x	3x	5x
Full Page	41x56.5	6 13/16 x 9 7/16	\$552	\$497	\$480
2/3 Page	27x56.5	4 1/2 x 9 7/16	\$439	\$395	\$382
1/2 Horizontal	41x28	6 13/16 x 4 5/8	\$366	\$329	\$318
1/2 Island Vertical	27x42	4 1/2 x 7	\$366	\$329	\$318
1/3 Square	27x28	4 1/2 x 4 5/8	\$286	\$257	\$244
1/3 Vertical	13x56.5	2 3/16 x 9 7/16	\$286	\$257	\$244
1/4 Horizontal	27x18	4 1/2 x 3	\$223	\$201	\$191
1/4 Narrow Vertical	13x37	2 3/16 x 6 1/4	\$223	\$201	\$191
1/6 Horizontal	27x13	4 1/2 x 2 3/16	\$175	\$158	\$148
1/6 Vertical	13x28	2 3/16 x 4 5/8	\$175	\$158	\$148
1/8 Page Vertical	13x18	2 3/16 x 3	\$127	\$114	\$111
1/12 Page	13x13	2 3/16 x 2 3/16	\$ 95	\$ 88	\$ 85
1 column inch			\$ 58	\$ 55	\$ 53

Color rates are generally a 33% surcharge and are available by arrangement on inside pages. No cover positions are available currently.

Rates include web link from ARS website to your web site or e-mail address:

**First-time advertisers:** First ad must be prepaid directly to the ARS office. Others billed upon publication.

- Inquire about inserts or special requests.
- Five-time rate applies to five ads of the same size in succession (camera-ready ads may change content).
- Extra charges for typesetting, layout, halftones, size alterations to fit specs, or ads submitted on film or in word processing format.
- Advertising not commissionable to agencies.
- Bleeds (on full pages only).
- Advertising subject to acceptance by magazine.
- Printed sheet-fed offset on uncoated stock (coated cover).
- **Trim size 8 3/8" x 10 7/8"**
- Saddle-stitched
- **Type space 6-13/16" x 9-7/16"** (41 x 56.5 picas)
- 133-line screen minimum
- Electronic material: attach file in e-mail message to <editor@americanrecorder.org> or burn to CD in PC format)
- PDF files, with fonts embedded, preferred; EPS or TIF; minimum resolution 300dpi.