

CIRCULATION: Approximately 2,300 members of the American Recorder Society, libraries, and music organizations

Published four times per year: **SPRING**—MARCH **SUMMER**—JUNE **FALL**—SEPT **WINTER**—DEC
Reserve space deadlines: December 15 March 15 June 15 September 15
Artwork deadlines: January 1 April 1 July 1 October 1

BLACK & WHITE RATES (IN US DOLLARS), PER AD

AD SIZE	1x	3x	4x
Full Page	\$637	\$575	\$529
2/3 Page	\$508	\$457	\$421
1/2 Page	\$426	\$380	\$350
1/3 Page	\$330	\$297	\$268
1/4 Page	\$258	\$232	\$211
1/6 Page	\$202	\$182	\$162
1/8 Page	\$147	\$132	\$122
1/12 Page	\$110	\$102	\$93

COLOR RATES (IN US DOLLARS), PER AD

AD SIZE	1x	3x	4x
Full Page	\$810	\$744	\$706
2/3 Page	\$639	\$584	\$556
1/2 Page	\$512	\$463	\$438
1/3 Page	\$386	\$352	\$336
1/4 Page	\$344	\$314	\$300
1/6 Page	\$303	\$275	\$272
1/8 Page	\$221	\$199	\$170
1/12 Page	\$170	\$153	\$130

- Rates include web link from ARS website to your web site or email address. Consider including a QR code in your ad as link to your web site.
- First-time advertisers: first ad must be prepaid directly to ARS via the Administrative Director.
- We accept checks (drawn on US banks only), credit cards and PayPal. No bank wire transfers.
- Advertisers who advertise in three or four issues a year receive discounted rates.

CONTRACT AND PUBLISHING INFORMATION

- Advertising not commissionable to agencies.
- Advertising is subject to acceptance by editor.
- Advertising rates are subject to change.

MECHANICAL SPECIFICATIONS

AD SIZE (W x H)	INCHES	MILLIMETERS
Full Page Bleed	8.375 x 10.875	212.725 x 276.225
Full Page No Bleed	7.375 x 9.5875	187.325 x 243.522
2/3 Vertical	4.8542 x 9.5875	123.296 x 243.522
1/2 Horizontal	7.375 x 4.6825	187.325 x 118.935
1/2 Vertical	4.8542 x 7.125	123.296 x 180.975
1/3 Square	4.8542 x 4.6825	123.296 x 118.936
1/3 Vertical	2.3333 x 9.5875	59.267 x 243.522
1/4 Horizontal	4.8542 x 3.06	123.296 x 77.724
1/4 Vertical	2.3333 x 6.3238	59.267 x 160.623
1/6 Horizontal	4.8542 x 2.225	123.296 x 56.515
1/6 Vertical	2.3333 x 4.6825	59.267 x 118.936
1/8 Vertical	2.3333 x 3.06	59.267 x 77.724
1/12 Square	2.3333 x 2.235	59.267 x 56.769

ARTWORK SPECIFICATIONS

- Submit print quality PDFs with all fonts embedded.
- JPG, EPS or TIF also acceptable.
- Color ads must be CMYK with 300 dpi resolution.
- Black and white ads must be saved as grayscale.
- Extra charges for size alterations to fit specs.
- Extra charges for ad design: \$75 per hour, by arrangement.
- If ad does not have a border, include crop marks.
- Full page bleed ads: Include crop marks and add .25" beyond trim. Keep critical copy or images a minimum of .25" inside trim.

SEND ARTWORK FILES TO

Geoffrey Burgess, Editor, at editor@americanrecorder.org
and copy Susan Burns at director@americanrecorder.org

AMERICAN RECORDER SOCIETY

Susan Burns, Administrative Director
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