

**The Clarinet 2017-18 Advertising Rates and Specifications**

**GENERAL INFORMATION**

The Clarinet is published four times annually and contains approximately 80 pages, full color, printed offset on 70 lb. gloss stock. Trim size is 8.375" x 10.75" with .125" bleed on each side. Total circulation is 3,000 to 3,500 copies printed per issue, with back issues available both online and through mail.

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. First-time advertisers may be asked to pay in advance.

**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** Deadlines for ad insertion order and artwork are:

Issue	Deadline
December	September 15
March	December 15
June	March 15
September	June 15

**RATES AND SPECIFICATIONS**

Accepted Size	Inches width x height	<b>Promote your product or event with a hosted email blast!</b> Sends to over 4,000 email addresses. Product or activity advertised must be related to the clarinet. Up to 250 words, and up to two images. <ul style="list-style-type: none"> <li>\$500 for commercial businesses</li> <li>\$250 for not-for-profit organization or ICA member (email paid for by the member himself/herself)</li> </ul> Contact the ICA office for more information, <a href="mailto:evanlynchica@gmail.com">evanlynchica@gmail.com</a>
Back Cover	8-3/4" x 11-1/4" (with bleed)	
Inside Front Cover	8-3/4" x 11-1/4" (with bleed)	
Inside Back Cover	8-3/4" x 11-1/4" (with bleed)	
Full Page	7.375" x 9.75" (live area/no bleed)	
	8-3/4" x 11-1/4" (with bleed)	
2/3 Vertical	4.8333" x 9.6125"	
1/2 Horizontal	7.375" x 4.6815"	
1/3 Vertical	2.2917" x 9.6125"	
1/3 Square	4.8333" x 4.6815"	
1/6 Horizontal	4.8333" x 2.2155"	
1/6 Vertical	2.2917" x 4.6815"	

**FULL COLOR PER CONSECUTIVE ISSUE RATES\***

SIZE	FOR 1 ISSUE	FOR 2 ISSUES*	FOR 3 ISSUES*	FOR 4 ISSUES*
Back Cover	\$1,330	\$1,270	\$1,270	\$1,215
Inside Front Cvr	\$1,150	\$1,100	\$1,100	\$1,050
Inside Back Cvr	\$1,195	\$1,090	\$1,040	\$995
Premium Page 1	\$1,195	\$1,090	\$1,040	\$995
Premium Page 5	\$1,195	\$1,090	\$1,040	\$995
Full Page	\$960	\$920	\$880	\$840
2/3 Page	\$840	\$805	\$770	\$735
1/2 Page	\$655	\$630	\$600	\$575
1/3Page	\$465	\$445	\$425	\$405
1/6 Page	\$325	\$310	\$300	\$285

**BLACK & WHITE PER CONSECUTIVE ISSUE RATES\***

SIZE	FOR 1 ISSUE	FOR 2 ISSUES*	FOR 3 ISSUES*	FOR 4 ISSUES*
Full Page	\$585	\$560	\$535	\$510
2/3 Page	\$440	\$420	\$400	\$385
1/2 Page	\$340	\$325	\$310	\$295
1/3Page	\$275	\$265	\$255	\$245
1/6 Page	\$160	\$155	\$150	\$145

**\*Ads must run consecutively to qualify for multiple issue rates; artwork can change from issue to issue. If advertiser cancels a multiple issue ad run before it is fulfilled, advertiser will be billed for the difference between original booking rate and per issue rate for number of ads that ran. Rates are subject to change.**

**International Clarinet Association**  
***The Clarinet***  
**2017-2018 Online Advertising Rates and Specifications**

***GENERAL INFORMATION***

The International Clarinet Association offers two different ways to advertise online. One is by linking your advertisements from the online PDF version of *The Clarinet* to your website, and the other is by adding your company logo/advertisement to [www.clarinet.org](http://www.clarinet.org) and linking it to your website. Current online readership of *The Clarinet* is 539 members and that number grows with each issue. Additionally, all members of the ICA have access to the online issues.

Online advertisements on [www.clarinet.org](http://www.clarinet.org) will run in conjunction with the corresponding issue ordered.

<b><u>Issue</u></b>	<b><u>Deadline</u></b>	<b><u>Appears Online</u></b>
December	September 15	December-February
March	December 15	March-May
June	March 15	June-August
September	June 15	September-November

Online advertisement orders will be appear as itemized charges on your invoice.

***RATES***

Advertisement link in the online PDF version of *The Clarinet*: **\$10 for one issue**

Online Advertisement on [www.clarinet.org](http://www.clarinet.org): **\$10 for three months**

***SUBMITTING YOUR ONLINE AD***

All online advertisements must be submitted via email to [evanlynchica@gmail.com](mailto:evanlynchica@gmail.com) and be accompanied by the desired website link. Online ads must be submitted in PDF (Portable Document Format), TIFF (.tif), EPS (.eps) or JPEG (.jpg) format.

**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.

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.

***SUBMITTING YOUR AD***

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

Send as an attachment to Karry Thomas at [karry@karrythomas.com](mailto:karry@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: <https://sutherlandprinting.filetransfers.net/>

Login as follows to upload files:

**username: guest**  
**password: suthguest**

**NOTE:** When using the FTP option, be sure to send an email to Karry Thomas at [karry@karrythomas.com](mailto:karry@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  
5705 Briarcliff Rd  
Haltom City, TX 76117

*(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 of Operations.

Please contact:      Evan Lynch  
                                 829 Bethel Rd. #216  
                                 Columbus, OH 43214  
                                 888-983-5441 ext. 3 (Phone)  
                                 email: [evanlynchica@gmail.com](mailto:evanlynchica@gmail.com)

***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.

Email or mail form to:

International Clarinet Association
829 Bethel Rd. #216
Columbus, OH 43214
888-983-5441 ext. 3
email: evanlynchica@gmail.com

Please place ad in the following issue(s):

- Vol.44, #2 March 2018 (deadline: December 15)
Vol.44, #3 June 2018 (deadline: March 15)
Vol.4, #4 Sept. 2018 (deadline: June 15)
Vol.44, #1 Dec. 2017 (deadline: September 15)

Please reserve the following journal space:

- 1/6 Horizontal, BW; 1/6 Horizontal, 4color; 1/6 Vertical, BW; 1/6 Vertical, 4color
1/3 Square, BW; 1/3 Square, 4color; 1/3 Vertical, BW; 1/3 Vertical, 4color
1/2 Horizontal, BW; 1/2 Horizontal, 4color; 2/3 Vertical, BW; 2/3 Vertical, 4color
Full Page, BW; Full Page, 4color; Inside Cover, BW; Inside Cover, 4color
Outside Cover, 4color; Other (Needs prior agreement. Contact Executive Director to discuss.)

Please reserve the following online space: (Please send online logos and website links to mailto:evanlynchica@gmail.com.)

- Online journal website link; Website advertisement on www.clarinet.org

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

- via email to Karry Thomas at: karry@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, 5705 Briarcliff Rd, Haltom City, TX 76117 USA
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: \_\_\_\_\_

\_\_\_\_\_