



INTERNATIONAL  
CLARINET  
ASSOCIATION

## 2020-2021 Advertising Rates and Specifications

### ***GENERAL INFORMATION***

*The Clarinet* is the official publication of the International Clarinet Association (ICA). Published four times annually and contains approximately 80 pages, full color, printed offset on 70 lb. gloss stock. The Trim size is 8.275" x 10.75" with 0.125" bleed on each side. Total circulation is 3,000 to 3,500 copies printed per issues, 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 5).**

### ***DEADLINES***

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

<u>Issue</u>	<u>Deadline</u>
<b>December</b>	<b>September 15</b>
<b>March</b>	<b>December 15</b>
<b>June</b>	<b>March 15</b>
<b>September</b>	<b>June 15</b>

## 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. • \$250 for ICA commercial or individual members • \$300 for non-members  Contact the ICA office for more information, EDO@clarinet.org
Back Cover	8.625" x 11" (with bleed)	
Inside Front Cover	8.625" x 11" (with bleed)	
Inside Back Cover	8.625" x 11" (with bleed)	
Full Page	7.375" x 9.75" (live area/no bleed) 8.625" x 11" (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"	

## THE CLARINET ADVERTISING RATES

Ad Size	ICA Member Discounted Rates		Non-Member Regular Rates	
	Black & White	Color	Black & White	Color
Back Cover	n/a	\$1,270	n/a	\$1,330
Inside Front Cover	n/a	\$1,100	n/a	\$1,150
Inside Back Cover	n/a	\$995	n/a	\$1,195
Full Page	\$535	\$880	\$585	\$960
2/3 Vertical	\$400	\$770	\$440	\$840
1/2 Horizontal	\$310	\$600	\$340	\$655
1/3 Vertical	\$255	\$425	\$275	\$465
1/3 Square	\$255	\$425	\$275	\$465
1/6 Horizontal	\$150	\$300	\$160	\$325
1/6 Vertical	\$150	\$300	\$160	\$325

\*A 10% discount for advertising will be applied for like-size and color ads run in 4 consecutive issues. Information on the new ICA Commercial Membership can be found at <https://clarinet.org/membership/>

For inquiries or to order advertising, contact ICA Executive Director of Operations Jessica Harrie.

**International Clarinet Association**  
**829 Bethel Rd. #216**  
**Columbus, Ohio 43214**  
[EDO@clarinet.org](mailto:EDO@clarinet.org)  
 +1 888-983-5441

**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 5).

**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.

(continued on next page)

**International Clarinet Association**  
***The Clarinet***  
**Advertising Submission Requirements**  
(continued from previous page)

**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:            Jessica Harrie  
                                     829 Bethel Rd. #216  
                                     Columbus, Ohio 43214  
                                     +1 888-983-5441 ext. 3  
                                     [EDO@clarinet.org](mailto:EDO@clarinet.org)

**NOTE:** The International Clarinet Association reserves the right to reject any advertisement the Editor, Editorial Board, or Board of Directors considers inappropriate.

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

**International Clarinet Association**  
**Advertising 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  
[EDO@clarinet.org](mailto:EDO@clarinet.org)

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

- |                                                                                      |                                                                                  |                                                                                  |                                                                                  |
|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <input type="checkbox"/> Vol.48, #1<br>December 2020<br>(Deadline: <b>Sept. 15</b> ) | <input type="checkbox"/> Vol.48, #2<br>March 2021<br>(Deadline: <b>Dec. 15</b> ) | <input type="checkbox"/> Vol.48, #3<br>June 2021<br>(Deadline: <b>March 15</b> ) | <input type="checkbox"/> Vol.48, #4<br>Sept. 2021<br>(Deadline: <b>June 15</b> ) |
|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|

**Please reserve the following journal 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.) |                                           |                                               |

**Please use the following link for the PDF version:**

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

- via email to Karry Thomas at: [karry@karrythomas.com](mailto:karry@karrythomas.com) (up to 3 MB)
- via file transfer at <https://sutherlandprinting.filetransfers.net/> (Please refer to the ICA Media Kit for instructions.)
  
- 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**.)

**AGENT** (*if other than Advertiser*)

**BILLING INFORMATION**

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

Company \_\_\_\_\_

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

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

ICA Commercial Member:  Yes  No

