

Advertising Information

THE
Instrumentalist

School band and orchestra directors have depended on the practical information in *The Instrumentalist* since 1946.

11 issues per year. No charge for color or bleed.
(Published monthly except July.)

Flute Talk

Flute Talk subscribers include high school and college flutists, teachers, performers and adult amateurs.

10 issues per year. No charge for color or bleed.
(Published monthly except June and August.)

Clavier's
PIANO EXPLORER

Piano Explorer supplements what is taught in lessons and is read by piano students ages 8-16 as well as teachers and parents.

10 issues per year. No charge for color or bleed.
(Published monthly except June and August.)

Please contact us for rate
information.

Deadlines: 1st day of the preceding month
(for example: Jan. 1 for Feb. issue).

Multiple-Ad Discounts:

For ads placed in the same month
In same issue: 15% on smaller ad
In 2 magazines: 10% on each ad

Specialty inserts available.
Please call for pricing.

The Instrumentalist Publishing Co.

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www.theinstrumentalist.com • www.flutetalkmagazine.com

email: advertising@theinstrumentalist.com



Find us at www.facebook.com/instmag
and www.facebook.com/flutetalk

Ad Sizes and Shapes

Full Page – (no bleed)
7" wide (3 columns)
10" tall

Full Page – (with bleed)
Live area - 7"x10"
Page trim size -
8.25"x10.875"

Add .25" on all sides for a bleed – this means your ad will go to the edge of the page.

Do not put type near edge of ad if using a bleed.

Free large web ad

2/3 Page

4.583" wide
(2 columns)
x 10" tall

Free small web ad

Column Width:

- 1 column = 2.167" (13 picas)
- 2 columns = 4.583" (27.5 picas)
- 3 columns = 7" (42 picas)

Bleed Measurements:

Full page with bleed:

- Live Area: 7"x10"
- Trim Size: 8.25"x10 7/8"
- Bleed Size: add .25" on all sides

1/2 page horizontal with bleed:

- Live Area: 5"x7"
- Trim Size: 5.5" tall x 8.25" wide
- Bleed Size: 5.75"x 8.75" (add .25" on bottom and sides for bleed.)

1/2 Page - horizontal
(no bleed)
7" wide x 5" tall

1/2 Page - horizontal
(with bleed)
5.5" tall x 8.25" wide
Bleed Size: 5.75"x 8.75"
(add .25" on bottom/sides for bleed.)

Do not put type near edge of ad if using a bleed.

Free small web ad

1/2 Page vertical

4.583" wide
(2 columns)
x 7.5" tall

Free small web ad

1/3 Page horizontal
4.583" wide
(2 columns)
x 5" tall

1/3 Page vertical
2.167"
(1 col.)
wide x
10" tall

1/4 Page

4.583" wide
(2 col.) x 3.75" tall

1/6 Page vert.
2.167"
(1 column)
wide x
5" tall

1/6 Page horiz.
4.583" wide
(2 col.) x 2 1/2" tall

1/12 Page

2.167" (1 column)
wide
x
2.5" tall

Ad Dimensions

Fractional Ads:

- All fractional ads must have a distinct border on all sides. This border is to be included in the dimensions of the ad.
- **Please pay careful attention to the dimensions of fractional ads.** – *They must fit into the appropriate column width.*

Full Page Ads:

- **Text and important graphics should not be placed near edges of page.**
- Live area should not exceed 7 inches wide or 10 inches tall.

Size	Height	Width	Web ad (use save for web specs)
Full page with bleed	11.375"	8.75"	Large: 180px × 240px
Full page without bleed	10"	7"	Large: 180px × 240px
2/3 page	10"	4.583"	Small: 180px × 120px
1/2 page horiz. with bleed	5.75"	8.75"	Small: 180px × 120px
1/2 page horiz. without bleed	5"	7"	Small: 180px × 120px
1/2 page vertical	7.5"	4.583"	Small: 180px × 120px
1/3 page horizontal	5"	4.583"	N/A
1/3 page vertical	10"	2.167"	N/A
1/4 page	3.75"	4.583"	N/A
1/6 page horizontal	2.5"	4.583"	N/A
1/6 page vertical	5"	2.167"	N/A
1/12 page	2.5"	2.167"	N/A

Technical Specifications

Acceptable Formats:

- **High-resolution PDFs are strongly preferred.**
- Adobe Photoshop, Indesign, Illustrator
- Quark Xpress
- TIFF
- JPEG
- EPS (will accept but not preferred.)

Note: Microsoft Office documents are not accepted.

Images/Artwork Requirements:

- All images should have a minimum resolution of **300 dpi** and be in **CMYK** color format. (If you take a photo from a website it will be 72 dpi and too low a resolution.)
- All fonts must be **embedded** or attached.
- Please doublecheck dimensions of ad size.
- **Flatten all layers before saving final version.** (Save a version with layers for future changes.)