

Advertising Information



THE Instrumentalist

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

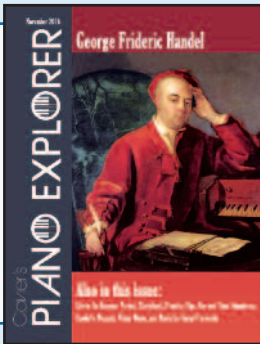
10 issues per year. (*Published monthly except June and July.*)



Flute Talk

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

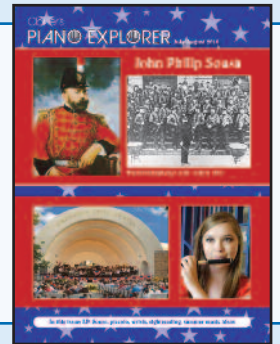
10 issues per year. (*Published monthly except June and August.*)



Clavier's PIANO EXPLORER

Piano Explorer supplements piano lessons and is read by students ages 6-18 as well as teachers and parents.

10 issues per year. (*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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email: advertising@theinstrumentalist.com

www.theinstrumentalist.com • www.flutetalkmagazine.com • www.pianoexplorer.net

Find us on Facebook: 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.)