

Advertising Information

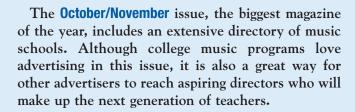
School band and orchestra directors have depended on the practical information in The Instrumentalist since 1946.



The Instrumentalist magazine is printed 5 times a year (plus an online issue in June), with a paid circulation going out to band and orchestra directors. Please contact our advertising department for deadlines via phone or email.

We offer a variety of ad sizes to fit every budget. There is no additional charge for color. Bleed (this means the ad will go to the edge of the page) is offered at no additional charge on full page and half page horizontal ads.



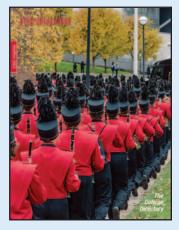




The **February/March** issue includes the annual directory of music camps and offers a great opportunity to highlight programs for students and teachers.

The April/May issue is the final one of the school year and comes out when many directors are making plans for the next school year.







The Instrumentalist Publishing Co.
1838 Techny Court, Northbrook, IL 60062
Toll free: 888-446-6888 • 847-446-5000
email: advertising@theinstrumentalist.com
www.theinstrumentalist.com

Ad Sizes and Shapes

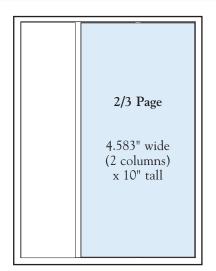
Full Page - (no bleed)

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.



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:

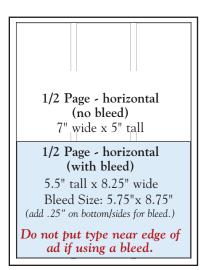
Live Area: 7"x10"
Trim Size: 8.25"x10 7/8"
Bleed Size: add .25" on all sides

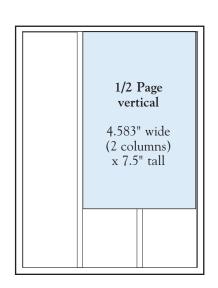
1/2 page horizontal with bleed:

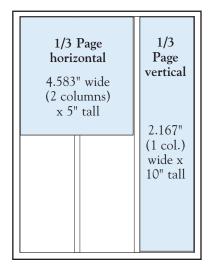
Live Area: 5"x7"

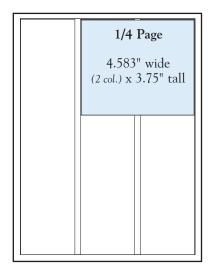
Trim Size: 5.5" tall x 8.25" wide Bleed Size: 5.75"x 8.75" (add .25"

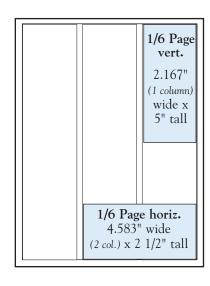
on bottom and sides for bleed.)

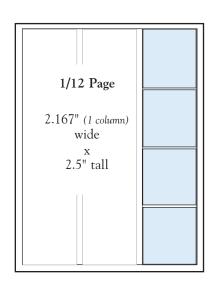












Ad Dimensions

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.

Web Ads – Please contact us for specifications and options

Size	Height	Width
Full page with bleed	11.375"	8.75"
Full page without bleed	10"	7"
2/3 page	10"	4.583"
1/2 page horiz. with bleed	5.75"	8.75"
1/2 page horiz. without bleed	5"	7"
1/2 page vertical	7.5"	4.583"
1/3 page horizontal	5"	4.583"
1/3 page vertical	10"	2.167"
1/4 page	3.75"	4.583"
1/6 page horizontal	2.5"	4.583"
1/6 page vertical	5"	2.167"
1/12 page	2.5"	2.167"

Technical Specifications

Acceptable Formats:

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

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.)

Note: Microsoft Office documents are not accepted.