

# 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 **August/September** magazine has traditionally offered ideas for subscribers as they work to get the new year off to a great start.

The **October/November** issue, the biggest magazine of the year, includes an extensive directory of music schools. Although college music programs love advertising in this issue, it is also a great way for other advertisers to reach aspiring directors who will make up the next generation of teachers.

The **December/January** includes coverage of the Midwest Clinic.

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](mailto:advertising@theinstrumentalist.com)**  
**[www.theinstrumentalist.com](http://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.*

**2/3 Page**

4.583" wide  
 (2 columns)  
 x 10" tall

## 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.*

**1/2 Page vertical**

4.583" wide  
 (2 columns)  
 x 7.5" tall

**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.

**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.

**Advertising Department: 888-446-6888 or 847-466-5000**

**Email: [advertising@theinstrumentalist.com](mailto:advertising@theinstrumentalist.com)**