

2024 Summer Camp Listing

1. Free Listing

Be sure to include your camp in the 2024 Summer Camp Directory in the February/March issue of *The Instrumentalist*. The directory will be available to students, directors, and parents in print and online. The basic camp listing is free and includes useful information about the programs at each camp.

Deadline for Free Listing:
January 11, 2024

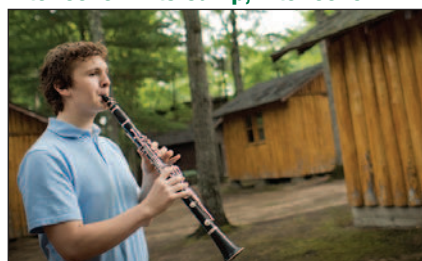
File online: www.theinstrumentalist.com/campform

Ad Deadline: **January 12, 2024**

Note: because we are printing a combined February/March issue, the deadline is sooner than in the past. Please submit your information as soon as possible to be included.



Interlochen Arts Camp, Interlochen.



The nation's premier multidisciplinary summer arts program. Led by distinguished faculty and renowned conductors, music campers perform in Kresge Auditorium, Corson Auditorium, Derbidge Chapel and Recital Hall.

A sample listing for a camp with a display ad. The listing includes a picture of the camp and web address. Picture, link, and web ad included in the online edition.

housing \$1,625-\$9,750 depending on session length, tuition alone \$650 per week for day camp. Varying dates from 6/19-8/8. 2,755 attendees, 285 teachers. Contact: 231-276-7472, admission@interlochen.org.

 camp.interlochen.org

2. Promotional Opportunities

Many camps supplement the basic free listing with a **Display Ad** to attract more students. With a display ad, you receive several additional benefits listed below. We offer special rates for camp advertisers. **Free design assistance available upon request.**

- **Display Ads** will be on the same page spread or as close to your listing as possible (depending on space).
- **Small Photo of Your Camp** prints with your listing.
- **Web ad** for the online edition of the listing. (FREE with purchase of a print ad.)
- **Web Link** with online edition, highlighted web address in the print listing – **FREE with any print ad** or purchase separately for \$35 as a supplement to your free listing.

Email advertising@theinstrumentalist.com, return the enclosed form, or call 888-446-6888 to place an ad or for more information.

We welcome pictures of camps and students to use as artwork in the listing and the camp issue. Submit high resolution images with any requested photo credit information to advertising@theinstrumentalist.com.

Special Ad Rates for Camp Issue

To place a display ad or for more information, please call 888-446-6888 or email advertising@theinstrumentalist.com

Display Ad Sizes and Rates

- ☐ Full page ad, \$865
- ☐ 2/3 page ad, \$795
- ☐ 1/2 page ad, \$575
- ☐ 1/3 page ad, \$395
- ☐ 1/4 page ad, \$375
- ☐ 1/6 page ad, \$200

Purchase of a display ad allows you to stand out from the crowd with the addition of:

- Photo of camp with listing
- Ad in online edition
- Web address in print edition
- Direct web link in the online edition

Direct Web Link Only – highlight your listing with a

- ☐ Web link in print and online editions, \$35

Maine

Camp Encore Coda, Sweden. We are a unique musical community offering daily instruction in diverse styles, including private lessons, orchestras, jazz bands, wind ensembles, rock bands, jazz combos, chamber music, chorus, jazz choir, theater & many concerts. 2021 is our 72nd year! Supportive, non-competitive atmosphere. Also sports, swimming, boating, arts & crafts. Ages 9-17. Tuition with housing (all-inclusive) \$3,500-\$9,200 depending on session. 6/30/21-7/24/21, 7/25/21-8/15/21, 6/30/21-8/15/21. 120 participants, 50 teachers. Contact: 207-647-3947, jamie@encorecoda.com.

www.encore-coda.com

Print listing with web address highlighted. (Web link also included in online edition.)

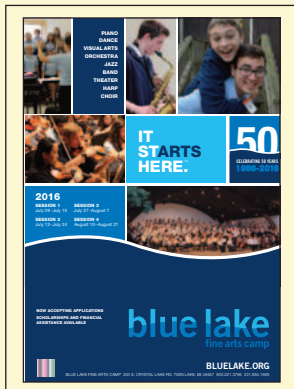
Example of a 1/2-page display ad with a picture of the camp and web link in the text. A direct link to your website will also be included in the online edition.

Display Ad Specifications on next page.



Six Ad Sizes

Display ads include a **free ad in the online edition** (contact us for specifications) and a **color picture** of your program to go with the listing (print and online version).



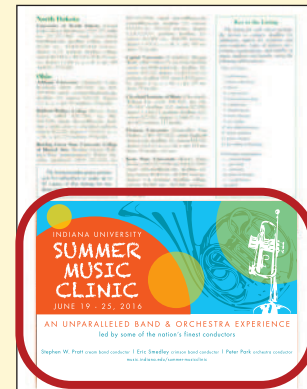
Full Page Ad

- **With Bleed:** 8.75" wide x 11.375" high – page trim size is 8.25"x10.875" – *keep type away from edges.*
- **No Bleed:** 7"x10"



2/3 Page Ad – Vertical

- 10" high x 4.583" wide – this has no bleed.



Half Page Ad

- **Horizontal:** 5" high x 7" wide
- **Vertical:** 7.5" high x 4.583" wide



1/3 Page Ad

- 5" high x 4.583" wide



1/4 Page Ad

- 3.75" high x 4.583" wide



1/6 Page Ad

- 2.5" high x 4.583" wide

Print Ad Technical Specifications

Acceptable Formats:

- **High-resolution PDFs, TIFF, and JPG**
- EPS also accepted

Do not send ads created in word processing programs, PowerPoint, etc. as they lack sufficient resolution.

Please call if you have questions about format, resolution, and size.

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 verify dimensions of ad size.
- **Flatten all layers** before saving final version. (Save a version with layers for future changes.)

Email: advertising@theinstrumentalist.com