2025 Summer Camp Listing

1. Free Listing

Be sure to include your camp in the 2025 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.

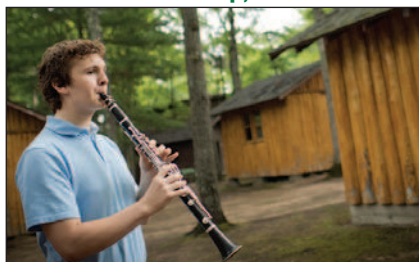### Deadline for Free Listing:
January 8, 2025

File online: www.theinstrumentalist.com/campform

Ad Deadline: January 7, 2025

Note: 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,

for high school students. Tuition with 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 and is included in the online edition.

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

Send us photos of your camp!

We welcome pictures of camps and students having fun 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

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

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

• Photo of camp with listing
• Ad and photo in online edition

Example of a 1/2-page display ad with a picture of the camp in the text. Your picture will also be included in the online version of the listing - further highlighting your program.

Display Ad Specifications on next page.

Send us high-quality photos of your program and students enjoying music, and they may be included in the listing.

courtesy of International Music Camp

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"

⅔ 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

⅓ Page Ad

- 5" high x 4.583" wide

¼ Page Ad

- 3.75" high x 4.583" wide

⅙ 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