

INTERNATIONAL TROMBONE ASSOCIATION JOURNAL

The International Trombone Journal is published four times yearly and distributed to all members of the International Trombone Association. Trim size is 8.5" x 11." Rates for advertisements are listed below. The back cover advertising rate is a premium rate for the placement not the size of the ad. Owing to postal requirements, which do change occasionally, the size of the back cover ad may be adjusted to conform to postal regulations.

ADVERTISING DEADLINES

November 15 for First Quarter (January) Issue
February 15 for Second Quarter (April) Issue

May 15 for Third Quarter (July) Issue
August 15 for Fourth Quarter (October) Issue

ITA JOURNAL AD RATES (FROM JANUARY 1, 2010)

	One Color Black		2 Color		Full Color	
	1X	4X	1X	4X	1X	4X
Outside Back Cover					\$1,500	\$1,350
Inside Front Cover					1,400	1,260
Inside Back Cover					1,300	1,170
Full Page	\$575	\$518	\$690	\$621	850	765
3/4 Page	485	437	585	527		
2/3 Page	435	392	525	473		
1/2 Page	320	288	385	347		
1/3 Page	215	194	260	234		
1/4 Page	160	144	195	176		
1/6 Page	115	104	140	126		
1/12 Page	85	77	100	90		

*First request honored.
V = Vertical
H = Horizontal

PAYMENT TERMS

10% discount available when booking a series of 4 consecutive adverts (payment quarterly on publication)
5% prompt payment discount for payments received within 30 days of invoice date will be credited to your next invoice
Payment is due within 30 days. After 30 days a service charge of 1.5% per month will be added (minimum \$5)
Advertisers in arrears will not be able to advertise in the ITA Journal until outstanding bills are paid in full

The International Trombone Association reserves the right to reject any advertisement the Journal Editor determines to be inappropriate. The ITA also reserves the right to request additional information about products advertised or to see samples. The Journal Editor may request that editorial changes be made. No Discounts will be given to agencies.

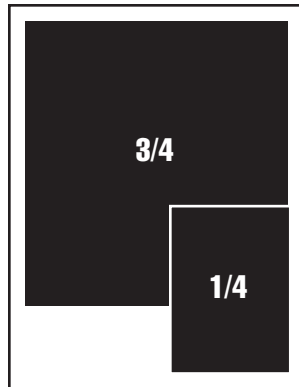
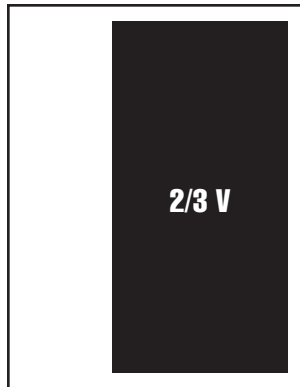
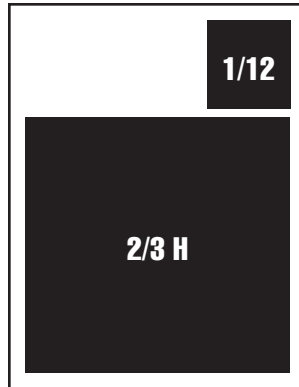
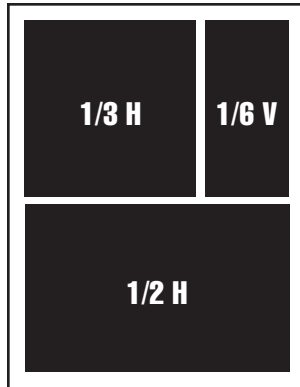
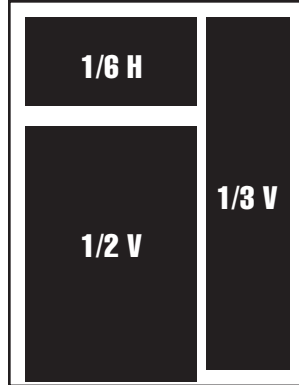
PAYMENT DUE 30 DAYS AFTER RECEIPT OF INVOICE AND TEARSHEET.

SEND INSERTION ORDERS AND AD MATERIALS TO:

Josh Bynum / ITA Journal Ad Manager / Hodgson School of Music, University of Georgia, 250 River Road, Athens, GA 30606
cell: 870-403-1624 / fax: 706-542-2773 / Email Ad Submissions: journalads@trombone.net

INTERNATIONAL
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Advertising Specifications and Mechanical Requirements



AD SIZES

	Inches Wide		Inches Deep
Full Page Full Bleed	8.75"	X	11.25"
Full Page No Bleed	7.5"	X	10"
3/4 Page	7.5"	X	7.5"
2/3 Page V	5"	X	10"
2/3 Page H	7.5"	X	6.5"
1/2 Page H	7.5"	X	4.75"
1/2 Page V	4.875"	X	7.25"
1/3 Page H	4.875"	X	5"
1/3 Page V	2.375"	X	10"
1/4 Page	3.875"	X	5"
1/6 Page H	4.875"	X	2.5"
1/6 Page V	2.375"	X	5"
1/12 Page	2.375"	X	2.5"

REPRODUCTION MATERIAL

Trim size is 8.5" x 11". Please allow 1/8" bleed for full page bleed ads. Digital files should be supplied in Macintosh format via CD, ZIP or email (if the file does not exceed 3 MB). No film or negatives may be accepted. Email stuffed hi-res PDF, EPS or JPG files to journalads@trombone.net. If ad is larger than 3 MB please mail a disk to the address below. All ads should be created in InDesign, Illustrator or Acrobat PDF.

Two color ads should be designed using PMS 2945 & Black and saved as a Photoshop duotone EPS or Illustrator 2-color EPS. **Color or laser proofs must be accompanied with all ads/insertion orders.** Dots per inch (dpi) should be at least 300 for all images and 600 dpi for vectored graphics. Please direct production questions to Josh Bynum, 870-403-1624, Fax: 706-542-2773 or journalads@trombone.net.

In house ad production is available. Prices furnished upon request.

For ads submitted not matching the technical specifications above, customers will be charged for handling and administration time as needed.

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PLEASE COMPLETE THIS INSERTION FORM

INTERNATIONAL
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INSERTION ORDER 2011

January April July October

Your Company Name _____

Address _____

City _____ State _____ Zip _____ Country _____

Contact Person _____ Phone _____ Fax _____

E-mail _____ Country Code _____

Name of Advertiser _____

(exactly as you wish it listed in the ITA Journal index)

Advertising Agency _____

Address _____

City _____ State _____ Zip _____ Country _____

Contact Person _____ Phone _____ Fax: _____

E-mail _____ Country Code _____

Ad Size _____ Cost _____ B&W 2-Color* 4-Color (full page only!)*

**Note: A color proof must be provided or the printer will make the proof and you will be charged.*

Requested Placement (optional) _____

This will be a REPEATED ad. Repeat from Issue # _____ Page # _____

Repeat AS IS, no changes

Changes to be made (see below)

Describe changes _____

This is a NEW ad and files are being mailed to Dr. Josh Bynum at the address below.

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