



2021  
**MEDIA KIT**

INTERNATIONAL  
**TROMBONE**

ASSOCIATION JOURNAL  
THE QUARTERLY PUBLICATION OF THE ITA



# About ITA

The International Trombone Association is the world's only professional organization dedicated to trombone pedagogy and performance. The ITA Journal is published quarterly and distributed to all members of the International Trombone Association.

[www.trombone.net](http://www.trombone.net)

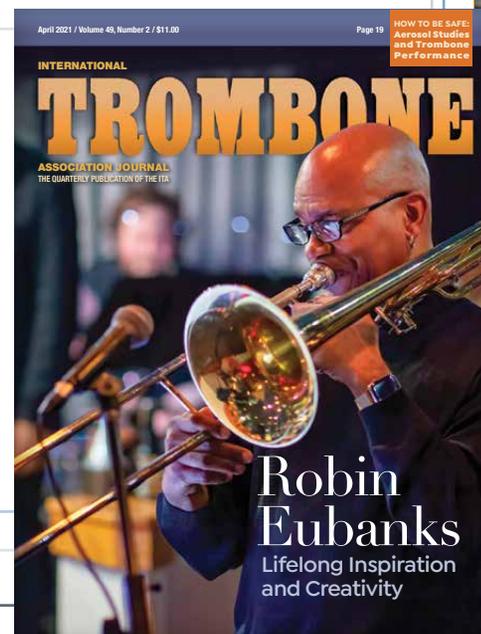
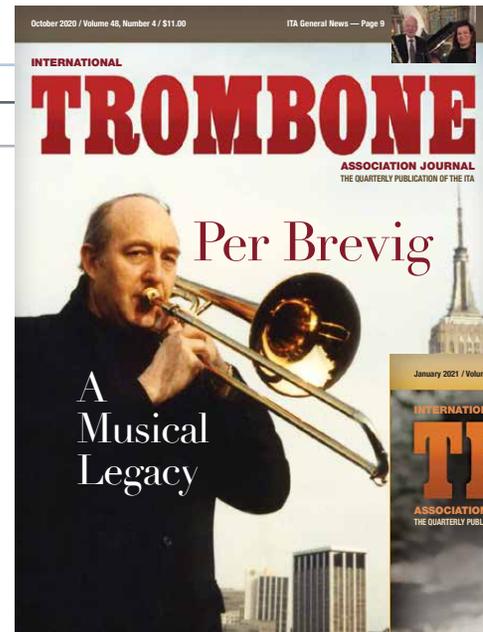
**60%** of ITA members consider the printed ITA Journal their *most important* member benefit.

**89%** of ITA members regularly view every page in each issue, either in-depth or skimming.

**62%** of ITA members rate the ads in the ITA Journal as important to them.

Source: 2019 ITA Member Survey

Advertise Today  
[journalads@trombone.net](mailto:journalads@trombone.net)





## PRODUCTION SCHEDULE

Issue	Ad Space Deadline	Ad File Delivery Deadline
January (Q1) 2022	November 12, 2021	November 12, 2021
April (Q2) 2022	February 11, 2022	February 11, 2022
July (Q3) 2022	May 13, 2022	May 13, 2022
October (Q4) 2022	August 12, 2022	August 12, 2022
January (Q1) 2023	November 11, 2022	November 11, 2022
April (Q2) 2023	February 10, 2023	February 10, 2023

*In-home date for domestic distribution: last week of the month of publication*

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## EDITORIAL CALENDAR

### January issue

Lifetime Members list  
 International Trombone Festival preview  
 International Trombone Week announcement

### April issue

ITA Awards announcement  
 Preliminary competitions results

### July issue

International Trombone Week wrap-up

### October issue

International Trombone Festival summary  
 Competitions results

# ADVERTISING RATES

(effective June 1, 2020)

Full color is included in all ads.

Size	1x (open) rate	4x rate
Back Cover	\$ 1,200	\$ 1,050
Inside Front Cover	1,100	970
Inside Back Cover	1,050	925
Full Page	850	730
2/3 Page	590	500
Half Page	475	390
1/3 Page	325	270
1/4 Page	250	200
Product Showcase	135	95

Guaranteed placement available on select interior pages for a 15% surcharge.

Frequency discounts require upfront commitment.

Additional discounts may be considered for commitment to more than 4 ad placements. All rates shown are net.

## DIGITAL ADVERTISING ON TROMBONE.NET

Web banner (350x250 pixels):

\$295 quarterly, \$950 annually

Placement: run of site, in right hand column of each page. *Cross-platform discounts available to advertisers utilizing both print and digital.*

## DATABASE MARKETING

Mailing lists are available for use in direct mail campaigns. Contact your representative for details.

## PAYMENT TERMS

Print advertising is invoiced after each issue.

Payment is due net 30 days from invoice date.

Past due invoices may result in finance charges and/or cancellation of future ad insertions.

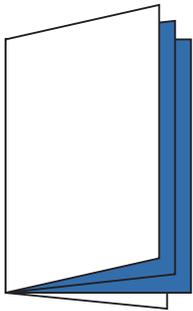
Payment for digital advertising is required upfront prior to placement.

*10% discount available to 4x print advertisers prepaying entire ad program.*

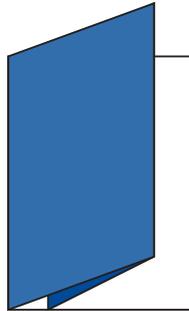
Advertise Today  
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# ENHANCED ADVERTISING OPPORTUNITIES

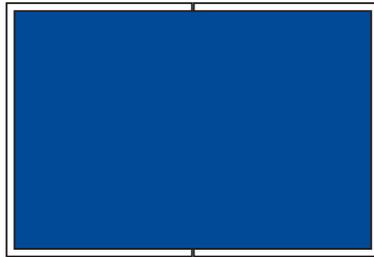
**BIND-IN**



**GATEFOLD**

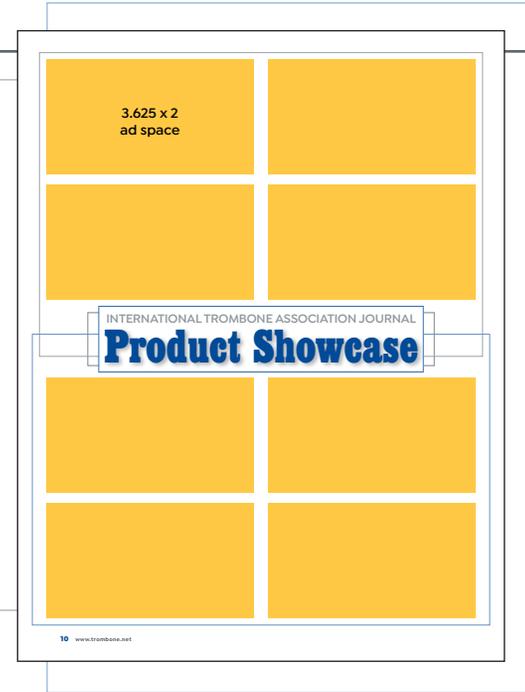


**2-PAGE SPREAD**



Advertorial opportunities also available.

contact  
[journalads@trombone.net](mailto:journalads@trombone.net)  
for information on pricing and availability.

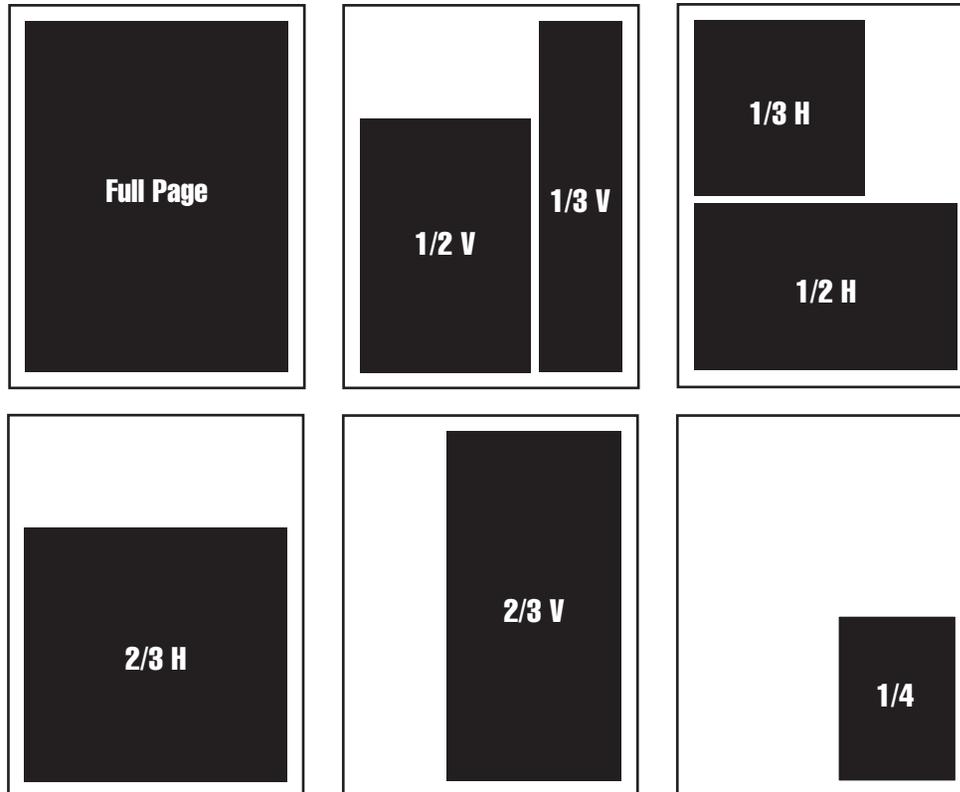


## **PRODUCT SHOWCASE**

The Product Showcase provides members and smaller-scale advertisers the opportunity to promote their message in the Journal at minimal cost. Ads are grouped together on a specially-designed page, providing large-ad impact at a small-ad price.

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# ADVERTISING SPECIFICATIONS AND REQUIREMENTS



**Magazine Trim Size:** 8.25 in. w x 10.875 in. h

Bleed Requirement: 0.125 in.

Safety from Trim: Minimum 0.25 in. (Keep text, logos and important image area at least 0.25 in. from Trim)

Binding: Perfect bound

Ad Sizes	Inches Wide		Inches Deep
Full Page Full Bleed	8.5"	x	11.125"
Full Page No Bleed	7.625"	x	10.125"
2/3 Page Vertical	4.875"	x	10.125"
2/3 Page Horizontal	7.25"	x	7.25"
1/2 Page Vertical	3.5"	x	10.125"
1/2 Page Horizontal	7.25"	x	5"
1/3 Page Vertical	2.25"	x	10.125"
1/3 Page Horizontal	4.75"	x	5"
1/4 Page	3.625"	x	5"
Product Showcase	3.625"	x	2"

## DIGITAL ADVERTISING SPECIFICATIONS & REQUIREMENTS

Banner size: 350x250 pixels

File format: JPG or GIF (may be animated)

Advertiser must specify start date. From selected date, quarterly placements will appear for 90 consecutive days; annual placements will appear for 365 consecutive days. If no date specified, ad will be posted on receipt of file.

*Ad files due 5 business days prior to start date.*

*Clickthrough URL must be provided with file.*

Advertise Today  
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# ADVERTISING SPECIFICATIONS AND REQUIREMENTS

## ACCEPTABLE FILE FORMAT

- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at [swop.org](http://swop.org) or [adobe.com](http://adobe.com) (search on PDF/X compliance).
- All fonts must be outlined or embedded.
- All images must be 300 dpi.
- Crop marks and color bars should be outside of printable area (0.125 offset).
- Only one ad page per PDF document.

## COLOR

- Color ads must use CMYK process color only. All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.
- Ink density not to exceed 300%.
- B&W ads should use black only (not 4-color); images should be grayscale.
- Black text 12 pt. or smaller should be black only.  
(C = 0%, M = 0%, Y = 0%, K = 100%)

## CONTACT

Josh Bynum | ITA Journal Ad Manager  
cell: 870-403-1624 | fax: 706-542-2773

Email Ad Submissions: [journalads@trombone.net](mailto:journalads@trombone.net)

## GUIDELINES AND REQUIREMENTS

All advertising content is subject to review by ITA staff. Review may include requests for samples or additional information about products advertised. Contact your representative with any specific questions about ITA advertising content guidelines or review processes.

## AD DESIGN

Ad design services are available at a rate of \$75 per hour.

## AD SUBMISSIONS

Files 10MB or smaller may be emailed to [journalads@trombone.net](mailto:journalads@trombone.net). Files larger than 10MB contact [journalads@trombone.net](mailto:journalads@trombone.net) for optional methods of file transfer.

A COLOR PROOF PRINTED AT 100% WITH REGISTRATION MARKS AND COLOR BARS MUST ACCOMPANY ALL NEW COLOR ADS. For contact color: Kodak approval, FinalProof, Match/Print or other SWOP-certified color proof. View specifications online at [swop.org](http://swop.org). The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability.

Color match cannot be guaranteed without a high-resolution color proof. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.