



2024
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

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
itajournalads@gmail.com





PRODUCTION SCHEDULE

Issue	Ad Space Deadline	Ad File Delivery Deadline
October (Q4) 2024	August 15, 2024	August 15, 2024
January (Q1) 2025	November 15, 2024	November 15, 2024
April (Q2) 2025	February 15, 2025	February 15, 2025
July (Q3) 2025	May 15, 2025	May 15, 2025
October (Q4) 2025	August 15, 2025	August 15, 2025
January (Q1) 2026	November 15, 2025	November 15, 2025

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.

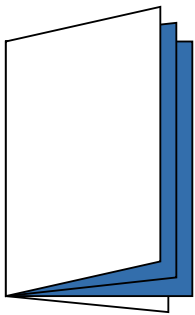
Payment for digital advertising is required upfront prior to placement.

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

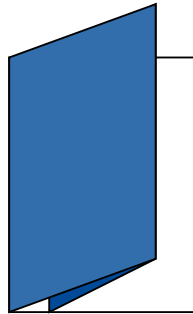
Advertise Today
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ENHANCED ADVERTISING OPPORTUNITIES

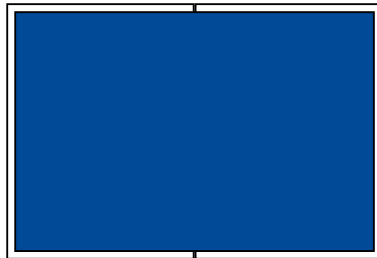
BIND-IN



GATEFOLD



2-PAGE SPREAD



Advertorial opportunities also available.

contact
itajournalads@gmail.com
for information on pricing and availability.

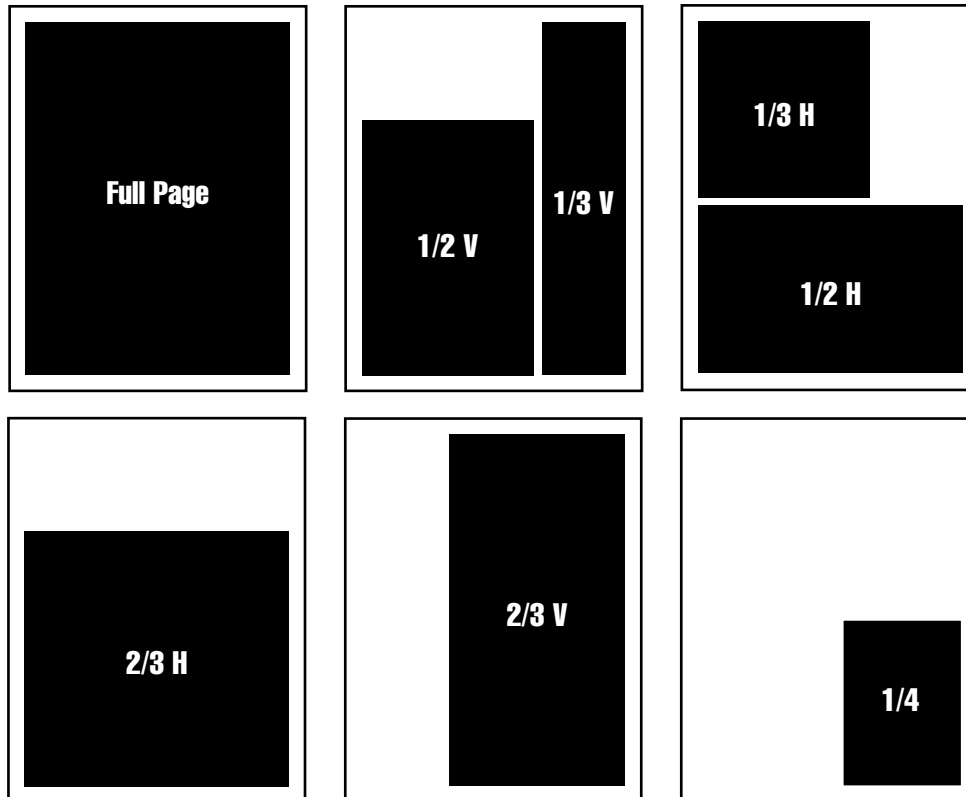


PRODUCT SHOWCASE

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.

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itajournalads@gmail.com

ADVERTISING SPECIFICATIONS AND REQUIREMENTS

ACCEPTABLE FILE FORMAT

- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at swop.org or 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

Alex Handley – ITA Journal Ad Manager
cell: 615-638-2542

Email ad submissions: itajournalads@gmail.com

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 itajournalads@gmail.com. Files larger than 10MB contact itajournalads@gmail.com 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. 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.