

# International Trumpet Guild® Advertising

ITG Journal  Color Packages	<b>AD SIZE</b>	<b>RATE/ISSUE</b>	<b>PROMPT PAY</b>	<b>ONLINE ADS</b>
	Full Page	\$795	\$760	4 Single-month Online Ads*
	1/2 Page	\$515	\$490	2 Single-month Online Ads
	1/4 Page	\$320	\$305	1 Single-month Online Ad
	*4 single-month ads will be 1 per quarter. Account must be current for online ads to run.			
	<b>Color ads</b> are available <b>only</b> as a four-issue package starting in October and running unchanged through June. <b>Spot-color</b> ads (black plus one color, also as a four-issue package) are available at B&W rates plus \$65/issue (billed as a one-time \$260 surcharge attached to the October invoice)			
ITG Journal  Black & White 4-Pack	<b>AD SIZE</b>	<b>RATE/ISSUE</b>	<b>PROMPT PAY</b>	
	Full Page	\$540	\$520	
	1/2 Page	\$355	\$340	
	1/4 Page (Vertical only)	\$225	\$215	
	Black and White 4-Pack pricing is available only as a 4-issue package starting in October and running through June.			
ITG Journal  Black & White 1 – 3 Issues	<b>AD SIZE</b>	<b>RATE/ISSUE</b>	<b>PROMPT PAY</b>	
	Full Page	\$565	\$540	
	1/2 Page	\$375	\$355	
	1/4 Page (Vertical only)	\$235	\$223	
ITG Website	<b>AD SIZE</b>	<b>RATE/MONTH</b>	<b>RATE/3 MONTHS</b>	
	260px x 260px	\$150	\$140/Month	
	Deadline for ad copy is the 20th of each month. For details and specs on website advertising, see <a href="http://www.trumpetguild.org">www.trumpetguild.org</a>			
2020 ITG Conference Program	<b>AD SIZE</b>	<b>COLOR</b>		
	Full-page	\$550		
	1/2 Page	\$300		
	1/4 Page (Vertical only)	\$200		
	For details on Conference Program advertising, see <a href="http://ITGConference.org">ITGConference.org</a>			

For questions or more information, please contact  
**Jodi Graham Wood, Advertising Manager**  
[ads@trumpetguild.org](mailto:ads@trumpetguild.org) • (251) 533-0845

# International Trumpet Guild® Journal

to promote communications among trumpet players around the world and to improve the artistic level of performance, teaching, and literature associated with the trumpet

**Reserve Your 2019-20  
Advertisement Now!**

## Deadlines

To Reserve Ad Space via enclosed form:

Color & Inside Front Cover Package** . . . . .	<b>July 1</b>
<small>(Color &amp; covers only available as a four-issue package starting in October)</small>	
October Journal . . . . .	<b>July 8</b>
January Journal . . . . .	<b>October 8</b>
March Journal . . . . .	<b>December 8</b>
June Journal . . . . .	<b>March 8</b>

(Ad materials will be required in hand approximately a week after reservation deadline)

- \* **Prompt-payment Discount Rate** applies to payments received within 20 days of invoice date. Payment is due within 30 days. After 30 days, a service charge of 1.5% per month (minimum \$5.00) will be added.
- \*\* **Four-color ads and inside front- / back-cover space ads are available only as 4-issue package starting in October and running unchanged through June. Contact Advertising Manager to reserve space before preparing ad.**
- **Spot-color ads** (black plus one color) are available; like full-color ads, spot-color ads are sold only in a four-issue package starting in the October issue (the July 1 deadline applies) and appear in the color ad section in the front of the *Journal*. Spot-color ads are priced the same as black-and-white ads plus \$65 per issue (billed as a one-time \$260 fee attached to the October issue invoice).

## Advertisement Space is available in the following sizes:

	<i>Width</i>	<i>Depth</i>	
Full page <sup>†</sup> . . . . .	8.5 inches . . . . .	11 inches . . . . .	image area, page size
Half page (horizontal) . . . . .	7.25 inches . . . . .	4.5 inches . . . . .	image area (horizontal)
Half page (vertical) . . . . .	3.5 inches . . . . .	9.5 inches . . . . .	image area (vertical)
Quarter page . . . . .	3.5 inches . . . . .	4.5 inches . . . . .	image area <b>(vertical only)</b>

1/4 pages ads must be in **vertical format only**. Taller than wide.  
Advertisements will be invoiced upon publication at currently prevailing rates.

*Odd-size ads will be billed at next higher rate. Rates are usually established in May for the next four issues.*

**†Full-page ads:** If your ad does not bleed, please plan for at least a 1/2-inch margin on all sides; if your ad bleeds, please establish a 1/8-inch bleed beyond the page boundary on all sides that bleed.

Please include a letter of confirmation, purchase order, or the reservation form (included here) with art, giving address and telephone number and Email address (if available) of your contact person in case problems arise. *This information is required, and your ad will not be printed without it.* A proof copy or PDF file should be sent with your order to show exactly how your ad should appear in printed form.

## ITG Journal Ad Preparation Requirements and Information

Please submit ads early; issues are forwarded to the printer shortly after the deadline.

The *ITG Journal* is printed direct-to-plate from computer files. Ads may be submitted in the following electronic formats **via email**, CD-ROM, DVD-ROM, or from your ftp site or thru DropBox-type services.

**QuarkXPress** (versions up to 2019)—The QuarkXPress file, *all linked graphic files* (see **About TIF/TIFF Files** below), and font files must be included with the ad as well as a PDF file or laser print for proofing.

**Adobe InDesign** (versions up to current CC)—The InDesign file, *all linked graphic files* (see **About TIF/TIFF Files** below), and font files must be included with the ad as well as a PDF file or laser print for proofing.

**Photoshop TIF**—SAVE AS a 300, 600 or 1200dpi TIF file (you may use LZW compression to make the file smaller if you wish, but it is not required). See **About TIF/TIFF Files** below.

**Illustrator**, **FreeHand**, and **CorelDraw** files can be made to work, but require a little preparation on your part; contact the layout tech (layout@trumpetguild.org) for details before sending these files.

A PDF file or laser printout should be sent with all electronic submissions *for proofing purposes*. It is suggested that complex electronically-submitted ads be professionally prepared to avoid costly delays, because files that print well on office printers may *not* print properly on equipment used to print the *Journal*. Contact the layout tech (layout@trumpetguild.org) in advance with any questions about file preparation and submission.

**About TIF/TIFF Files:** TIFs containing **only** photographic imagery will generally print properly if saved at 300dpi resolution at print size. If large text (*i.e.*, 14-pt or greater) or fine lines are involved, 600dpi is recommended. If smaller text or *very* fine lines are involved, 1200dpi will get you better results. Normally, TIFs should be saved in **grayscale** mode, but if only black line art is used (no grays or screens *at all*), then 1-bit or Photoshop “**Bitmap**” mode will make the file much smaller and lines/edges crisp.

**PC Users:** Our layouts are done on Macintosh equipment. We can convert most Windows TrueType fonts, but not PostScript/Type 1. If there is any doubt, please coordinate with the layout tech (layout@trumpetguild.org) before sending. A PDF file or laser printout really helps to resolve font conflicts.

- **Please do not send negative film; it is no longer used by our printer.**
- **Advertisers will be invoiced** at the time of publication. Do not send money to the Ad Manager!
- **All advertisers are sent a complete copy** of the issue containing their ad(s).

- Advertisements that contain **only typography** may be printed on an office printer and submitted by mail. Please avoid extremely thin type. Gray tint backgrounds can be added by the layout tech on request.
- **Fine white text** on black background may fill in and become unreadable due to ink spreading as it hits the paper; if you wish to do this, use of bold or large white text is *highly* recommended. **ITG will not be responsible for text rendered unreadable in this way.**
- **Four-color ads** are only sold as space-available, 4-issue packages (Oct, Jan, Mar, Jun) with no copy changes. **All color ads are printed in August for the entire year.** Advertisers must supply computer files; it is advisable to include a color proof of some sort. *We can no longer accept film.* Contact the Advertising Manager for details.
- **Spot-color ads** are sold only as space-available, 4-issue packages (Oct, Jan, Mar, Jun) with no copy changes. **All spot-color ads are printed in August for the entire year.** Contact the Advertising Manager for details.
- **4-color** and **spot-color** ads are printed on glossy paper.
- Inclusion of your phone number within your advertisement is highly encouraged.

### Additional Miscellaneous Charges and Other Items

- All materials become the property of ITG and will not be returned (add \$25 to return materials).
- All half- and quarter-page ads will normally have a border set at the width and depth shown in the size specs on page 1. If you specifically desire a borderless ad, please specify this!
- Minimum charge to change an ad that has been submitted: \$20.
- Half- and quarter-page ads must be accurately sized to the specifications on the previous page. Incorrectly sized ads may be re-sized without notice and without regard to original proportions.
- Advertisements must use professional-quality typography. The layout tech reserves the right to return ads or invoice the advertiser for typesetting and graphic arts costs for ads not properly prepared (\$25 minimum charge, plus \$20 per photo or graphic).

The *ITG Journal* is printed by offset on 50-pound uncoated paper. Trim size is 8.5x11 inches. Black & white advertisements will be grouped to appear in the advertiser's section in the back of each issue. Positions of ads are not guaranteed, but we will accommodate requests where we can.

The *ITG Journal* Editor reserves the right to reject any advertisement for any reason. The ITG also reserves the right to request additional information about or see samples of products advertised. The Editor may request that editorial changes be made.

Written reservation **required**. Please email, FAX or mail.

# International Trumpet Guild® Journal

## 2019 – 2020 Advertisement Reservation

To:

**Jodi Graham Wood**  
ITG Journal Advertising Manager  
2401 Cottage Woods Ct  
Mobile AL 36695 USA  
ads@trumpetguild.org

*Do not send payments to this address! Payments go to the Treasurer—see your Invoice for payment instructions.*

Today's Date: \_\_\_\_\_

**FAX (413) 403-8899**

Phone: (251) 533-0845

Please reserve space for the following advertisement(s):

Color/BW:

Four-color (4-issue package required)       Spot-color (4-issue package required)       Black & White

Issues:

4-issue package:       October 2019 – June 2020       October 2020 – June 2021

Individual issues:       October 2019       January 2020       March 2020       June 2020

October 2020       January 2021       March 2021       June 2021

Continue running this ad until we send new copy or cancellation notice.

Size:     1 page     1/2 page     1/4 page **(vertical only!)**

Name of advertisement (optional): \_\_\_\_\_

Purchase Order Number (if applicable) \_\_\_\_\_

Advertisement copy is:     enclosed     will attach to Email     repeat ad from last issue

will ship via mail or overnight service     other \_\_\_\_\_

Mail the issue containing advertisement to  Advertiser (left) or  Billing Address (below)

### ADVERTISER

### BILLING ADDRESS (If other than advertiser)

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Attn: \_\_\_\_\_

Attn: \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Toll-Free (\_\_\_\_\_) \_\_\_\_\_

Toll-Free (\_\_\_\_\_) \_\_\_\_\_

Email Addr: \_\_\_\_\_

Email Addr: \_\_\_\_\_

Web Site: \_\_\_\_\_

Web Site: \_\_\_\_\_

Signature of person authorizing this advertisement: \_\_\_\_\_

### Deadlines to Receive Press-Ready Copy:

*Advertisements will be invoiced upon publication at the current year's rates.*

- Color & Inside Front Cover . . . . . July 1
- October Journal . . . . . July 8
- January Journal . . . . . October 8
- March Journal . . . . . December 8
- June Journal . . . . . March 8