

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 2020-21 Advertisement Now!

Deadlines

To Reserve Ad Space via enclosed form:

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

(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.**

Advertisement Space is available in the following sizes:

	<i>Width</i>	<i>Depth</i>	
Full page [†]	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 (vertical only)

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.

International Trumpet Guild® Advertising

ITG Journal Color Packages	AD SIZE	RATE/ISSUE	PROMPT PAY	ONLINE ADS
	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
<p>*4 single-month ads will be 1 per quarter. Account must be current for online ads to run. Color ads are available only as a four-issue package starting in October and running unchanged through June.</p>				
ITG Journal Black & White 4-Pack	AD SIZE	RATE/ISSUE	PROMPT PAY	
	Full Page	\$540	\$520	
	1/2 Page	\$355	\$340	
	1/4 Page (Vertical only)	\$225	\$215	
<p>Black and White 4-Pack pricing is available only as a 4-issue package starting in October and running through June.</p>				
ITG Journal Black & White 1 – 3 Issues	AD SIZE	RATE/ISSUE	PROMPT PAY	
	Full Page	\$565	\$540	
	1/2 Page	\$375	\$355	
	1/4 Page (Vertical only)	\$235	\$223	
ITG Website	AD SIZE	RATE/MONTH	RATE/3 MONTHS	
	260px x 260px	\$100	\$95/Month	
	<p>Deadline for ad copy is the 20th of each month. For details and specs on website advertising, see www.trumpetguild.org</p>			
2020 ITG Conference Program	AD SIZE	COLOR		
	Full-page	\$550		
	1/2 Page	\$300		
	1/4 Page (Vertical only)	\$200		
<p>For details on Conference Program advertising, see ITGConference.org</p>				

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

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.
- **4-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.