



THE NATIONAL FLUTE ASSOCIATION

The Flutist Quarterly Advertising Rates and Specs

GENERAL INFORMATION: *The Flutist Quarterly* (FQ) is the official publication of the National Flute Association, Inc. (NFA), the world's largest flute-related organization (5,000 members), read by all who take an interest in the flute and its literature, pedagogy, performance, and manufacture. FQ is published four times annually (fall, winter, spring, summer) and printed on glossy stock in black ink at 2400psi, offset, trim 8.5" x 11" with color and B&W ads.

Issue and Closing Dates

| Issue | ORDER BY | SEND MATERIALS BY | Target Mailing Date |
|--------|-------------|-------------------|---------------------|
| Winter | November 15 | November 22 | January 1 |
| Spring | February 15 | February 22 | April 1 |
| Summer | May 15 | May 22 | July 1 |
| Fall | August 15 | August 22 | October 1 |

Mailing dates are targets and subject to change without notice. The National Flute Association, Inc. is not responsible for delays in the delivery of *The Flutist Quarterly*.

The Flutist Quarterly Advertising Options

| Ad Size | Width x height image area in inches | NFA Member Discounted Rates | | | Non-Member Regular Rates | | |
|--|---|-----------------------------|---------|------------------------|--------------------------|---------|------------------------|
| | | Black & White | Color | Cover (color included) | Black & White | Color | Cover (color included) |
| Two-page spread | 16 w x 10 h | \$1,135 | \$1,680 | n/a | \$1,225 | \$1,815 | n/a |
| Two-page spread (with bleed) | 17 ½ w x 11 ½ h (live area 16 ½ w x 10 ½ h) | \$1,135 | \$1,680 | n/a | \$1,225 | \$1,815 | n/a |
| Full page | 7 ½ w x 10 h | \$570 | \$895* | n/a | \$610 | \$965* | n/a |
| Full page (with bleed) | 9 w x 11 ½ h (live area 8 w x 10 ½ h) | \$570 | \$895* | n/a | \$610 | \$965* | n/a |
| One-half page horizontal | 7 ½ w x 4 ½ h | \$350 | \$575 | n/a | \$375 | \$610 | n/a |
| One-half page vertical | 3 ¾ w x 10 h | \$350 | \$575 | n/a | \$375 | \$610 | n/a |
| One-third page square | 4 ¾ w x 4 ½ h (this shape only) | \$285 | n/a | n/a | \$310 | n/a | n/a |
| One-third page vertical | 2 ¼ w x 10 h (this shape only) | \$285 | n/a | n/a | \$310 | n/a | n/a |
| One-quarter page vertical | 3 ¾ w x 4 7/8 h (this shape only) | \$225 | n/a | n/a | \$240 | n/a | n/a |
| One-sixth page square | 3 ¾ w x 3 3/16 h (this shape only) | \$165 | n/a | n/a | \$175 | n/a | n/a |
| Inside front or back cover | 7 ½ w x 10 h | n/a | n/a | \$1,135 | n/a | n/a | \$1,225 |
| Inside front or back cover (w/bleed) | 9 w x 11 ½ h (live area 8 w x 10 ½ h) | n/a | n/a | \$1,135 | n/a | n/a | \$1,225 |
| Outside back cover | 8 w x 10 ½ h | n/a | n/a | \$1,265 | n/a | n/a | \$1,365 |
| Outside back cover (with bleed) | 9 w x 11 ½ h (live area 8 w x 10 ½ h) | n/a | n/a | \$1,265 | n/a | n/a | \$1,365 |
| *Guaranteed placement (full page 4/C only) | 7 ½ w x 10 h OR 9 w x 11 ½ h (live area 8 w x 10 ½ h) | n/a | \$1,000 | n/a | n/a | \$1,100 | n/a |
| 10% discount for advertising 4x (like-size and color ads in 4 consecutive issues) | | | | | | | |

For inquiries or to order advertising, contact **Glenn Karaban**.

Glenn Karaban
 Karaban Media Services, Inc.
 212-840-0660 | advertising@nfaonline.org

MECHANICAL REQUIREMENTS

Acceptable media: Digital files via e-mail or file transfer websites. (Dropbox, etc.) Label all files, ad materials, and subject lines: "FQ-(your business name)."

1. Files should not exceed 10MB.
2. Press-ready PDFs are the preferred format. PDF files should separate to either CMYK or Black as appropriate. We also accept high-res (300 dpi) TIFF and JPEG files. These files should also be either CMYK or BW as appropriate. Advertisers should be aware that submitting a Tiff or JPEG file can affect the legibility of their ad when generating the web version of the magazine.
3. PDF, TIFF, or JPEG resolution should be at least 300dpi at 100% (the size to be run in the magazine).
4. We prefer ads be supplied as press-ready PDF files that separate to either CMYK or Black only as appropriate.

•**Bleed pages:** Do not place type, logos, or art work outside the live area of the ad (dimensions of live area are above). Keep all type, logos and art work 1/2" from edge all around the ad or it may be cropped off.

•All ads, except full-page and cover ads, must be supplied with a border around the perimeter within the specified dimensions. Ad size is measured from the outside borders.

•Any ad needing typesetting, reducing, reshaping, photos scanned, or a perimeter border added is subject to extra costs. Extra charges are subject to change.

•Publisher is not responsible for color if professional-grade color proof is not provided.

Submit materials to awelsbacher@nfaonline.org.

CONTRACT REGULATIONS

Each advertiser must submit a FQ contract or insertion order detailing advertising to run. Contracts may be cancelled if notice is given before the next issue's deadline. First-time advertisers must prepay. Credit is established after the first prepaid advertisement in the FQ. Advertisers with credit will be billed following publication, with payment due in 30 days. Payment by credit card may be made at the online link provided below. For each issue, advertisers receive a tear sheet and invoice. (Copies of FQ for non-members are available upon request.) Outstanding accounts will have ads withheld from publication, and advertisers will be prohibited from exhibiting with the NFA, until satisfactory arrangements are made. Advertising artwork is held on file for three years from last publication of the ad.

ADVERTISING PAYMENT INSTRUCTIONS AND CONSECUTIVE ISSUE DISCOUNTS

Discounts are offered for same-size advertisements in consecutive issues. Ad copy may change, but not the size or shape. There are no agency commissions or other discounts. Rates are subject to change; advance orders are billed at rate prevailing at time of publication. New advertisers must send payment for first issue to be included in the discount with the contract to qualify for the discount. Discount may be applied to this payment. 10% discount for 4 or more (continuous run) same-size and same-shape ads in 4 or more consecutive issues. Credit card payments made via NFA website link provided below is preferred (MasterCard, Visa, Discover). Alternately, send check or money order payable to National Flute Association to the address below.

Pay with credit card at <http://www.nfaonline.org/AdvertisingPayment>

Fax or mail payment to:

The National Flute Association, Inc.
Attention: FQ Advertising - Accounting
70 E. Lake St. #200
Chicago, IL 60601
312-332-6682 | 312-332-6684 fax | vpampe@nfaonline.org

The National Flute Association, Inc. ("NFA") reserves the right to refuse to print an advertisement for whatever reason NFA deems necessary. Each advertiser and its agencies are responsible for obtaining all necessary permissions and/or licenses required to use any of the content of their ad(s). NFA may require that an advertiser submit copies of such permissions and/or licenses along with ad copy. All advertisers and their agencies assume responsibility for the contents of their ads, and agree to indemnify NFA from all claims and expenses arising therefrom.

FQ Advertising Options

Ad Sizes

| | Width x height image area in inches |
|------------------------------|---|
| Two-page spread | 16 w x 10 h |
| Two-page spread (with bleed) | 17 ½ w x 11 ½ h (live area 16 ½ w x 10 ½ h) |
| Full page | 7 ½ w x 10 h |
| Full page (with bleed) | 9 w x 11 ½ h (live area 8 w x 10 ½ h) |
| One-half page horizontal | 7 ½ w x 4 ½ h |
| One-half page vertical | 3 ¾ w x 10 h |
| One-third page square | 4 ¾ w x 4 ½ h (this shape only) |
| One-third page vertical | 2 ¼ w x 10 h (this shape only) |
| One-quarter page vertical | 3 ¾ w x 3 ¾ h (this shape only) |
| One-sixth page square | 3 ¾ w x 3 ¾ h (this shape only) |

Cover

| | |
|---|--|
| Inside front or back cover | 7 ½ w x 10 h |
| Inside front or back cover (with bleed) | 9 w x 11 ½ h (live area of 8 w x 10 ½ h) |
| Outside back cover | 8 w x 10 ½ h |
| Outside back cover (with bleed) | 9 w x 11 ½ h (live area of 8 w x 10 ½ h) |

***Guaranteed placement full-page** 7 ½ w x 10 h **OR** 9 w x 11 ½ h (live area of 8 w x 10 ½ h)

