

Flutist Quarterly Advertising Rates and Specs (2009-10)

GENERAL INFORMATION *The Flutist Quarterly* (FQ) is the official publication of the National Flute Association, Inc (NFA), the world's largest flute-related organization (6,000 members/ magazine circulation). It is a liaison among members and all who take a significant interest in the flute and its literature, pedagogy, performance, and manufacture. FQ is published four times annually (fall, winter, spring, summer); printed on glossy stock in black ink at 2400psi, offset, trim 8.5" x 11", with color and B&W ads.

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 fourth prepaid advertisement in the FQ. Advertisers with credit will be billed following publication, with payment due in 30 days. For each issue, advertisers will receive a tear sheet and invoice. Non-NFA members in the continental U.S. will also receive a copy of the FQ. (NFA members receive FQ.) 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. If advertisement is not received by deadline, and if it is accepted for publication, a \$25 late fee will be incurred.

For inquiries or to place advertising, contact Steve DiLauro, LaRich & Associates, Inc., 15300 Pearl Rd, Suite 112, Strongsville, OH 44136-5036; Phone: 440-238-5577; Fax: 440-572-2976; E-Mail: sdilauro@larichadv.com.

Flutist Quarterly Advertising Options

	Width x height image area in inches	Cost/issue (nonmembr/mem)	Color rates* (add to B&W space rate)
Black and white rates*			
Two-page spread	16"w x 10"h	1,115/1,080	Two-page spread: 535/520
Full page	7-1/2"w x 10"h	555/540	Full page: 320/310
Full page (bleed)	8-1/2"w x 11"h (bleed page)	555/540	Full page, bleed: 320/310
Two-thirds page vertical	5"w x 10"h (this shape only)	465/455	Two-thirds vertical: 300/290
One-half page horizontal	7-1/2"w x 4-1/2"h	340/335	Half page horizontal: 215/210
One-half page vertical	4-3/4"w x 10"h	340/335	Half page vertical: 215/210
One-half page "island" vertical	4-3/4"w x 6-3/4"h	395/385	Half page island vert.: 215/210
One-third page "square"	4-3/4"w x 4-1/2"h (this shape only)	280/270	n/a
One-third page vertical	2-1/4"w x 10"h (this shape only)	280/270	n/a
One-quarter page vertical	3-3/8"w x 4-7/8"h (this shape only)	220/215	n/a
One-sixth page "square"	3-3/8"w x 3-3/16"h (this shape only)	160/155	n/a
One-twelfth page "square"	2-1/4"w x 2-1/2"h (this shape only)	100/95	n/a

*10% discount for 4x advertising programs (like-size and color ads in 4 consecutive issues)

Cover rates (color included)**

Inside front or back cover	up to 8"w x 10-1/2"h live image area	1,115/1,080
Outside back cover	up to 8"w x 6-1/2"h live image area	1,240/1,205

**covers available on rotational basis. Other special positions available at an additional 15% of space rate. Positions, including "RHP," not guaranteed without premium.

- Bleed pages: add 1/8" on top and bottom; to both sides add 1/16". Do not place important type or art work in the bleed area 1/8" from edge all around the ad or it may be cropped off.
- Advance orders will be billed at the rate prevailing at the time of publication. Rates subject to change. Position of ads in body of the magazine cannot be guaranteed; covers are available on a rotational basis.
- 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.

Type changes \$25 (fonts not guaranteed)

Problematic files \$20-up

Scanning photo and placement in ad \$30

Reducing \$25

4 Color Film Strip-in \$45

Perimeter border addition \$25 per issue the ad runs

Descreening photo \$20

Late Fee \$25

(con'd)

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. New advertisers must send payment for all issues 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. Make check or money order payable to National Flute Association, or provide complete (MasterCard or VISA) credit card information on advertising order form or in a separate memo; fax or mail payment to: The National Flute Association, Inc, attention Madeline Neumann; 26951 Ruether Ave., Suite H; Santa Clarita, CA 91351; fax: (661) 299-6681.

MECHANICAL REQUIREMENTS

Label all ads/files/subject lines, “FQ-(your business name).”

Acceptable formats:

COLOR: digital files only, see below

B&W: digital highly preferred (see below) or camera-ready files: please provide camera-ready, hi-resolution line art (900 dpi is preferred) with no screens, with/without grayscale photo (If photos need to be inserted, supply original photo.

DIGITAL FILES:

Acceptable media: digital files via e-mail preferred, or CD-ROM.

1. Files should not exceed 10MB.
2. We recommend that any ads containing type set to 14pt or smaller use vector type and NOT be created in photoshop or submitted as raster eps or tiff files. PDFs are the preferred format.
3. Image resolution at 100% (the size to be run in the magazine) should be at least 300dpi. (Image resolution also need not be greater than 350 dpi at 100% to keep file size manageable.)
4. We prefer ads be supplied as press-ready PDF files that separate to either CMYK or Black only as appropriate. However, ads may be supplied as native illustrator EPS files, InDesign CS2 files, or Quark 4 or 5 for MAC files, all with complete fonts and graphics sent with ad, for an additional processing fee. High-res TIFF or JPG files that are at least 300dpi at 100% may still be submitted, but advertisers should be aware that submitting these files WILL affect the legibility of their ad for the Web publication of the magazine.

Submitting Materials: Submit ad materials one of three ways (listed in order of preference):

E-Mail materials to: publications@nfaonline.org; cc: sdilauro@larichadv.com.

Mail materials (digital with proof or camera-ready) to: The Flutist Quarterly, Attn: Publications, 7213 E. Chelsea St, Wichita, KS 67206. Pack materials securely; write “Do Not Bend” on envelope.

Upload digital files to FTP site: Contact Janet Klein at Delta Graphics before sending ad and for further information: phone: 310-954-8600; e-mail: janet@deltalitho.com.

Issue and Closing Dates

Issue	ORDER BY	SEND MATERIALS BY	Target Mailing Date
Fall	August 1	August 7	October 1
Winter	November 1	November 7	January 1
Spring	February 1	February 7	April 1
Summer	May 1	May 7	July 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 National Flute Association, Inc. reserves the right to refuse to print an advertisement. Advertisers and their agencies assume responsibility for the contents of their ads, and agree to indemnify the publisher from any and all claims and expenses arising therefrom.