



# THE FLUTIST QUARTERLY

## ADVERTISING INFORMATION | EFFECTIVE JANUARY 1, 2021

*The Flutist Quarterly* (FQ) is the official digital publication of the National Flute Association, Inc. (NFA), one of the world's largest flute-related organizations, read by all who take an interest in the flute and its literature, pedagogy, performance, and manufacture. FQ is posted four times annually (fall, winter, spring, summer) as an online interactive publication.

Advertising Submission and Launch Dates			
Issue	Order By	Materials By	Launch Date
Winter	December 1	December 8	January 1
Spring	March 1	March 8	April 1
Summer	June 1	June 8	July 1
Fall	September 1	September 8	October 1

### MECHANICAL REQUIREMENTS

Ads for submission must be high quality PDF, JPEG or TIFF files at 300 dpi with all fonts embedded and color space set to RGB or Grayscale. All fractional size ads must be supplied with a border or one will be added by our graphics department. Any deviation from these requirements will result in the loss of quality. We will not be responsible for the results if these requirements are not met. Ad adjustment and edits are subject to extra costs. Proofs cannot be submitted for approval and *The Flutist Quarterly* cannot accept responsibility for color differences and typographical errors.

**Submit all ad materials to:** [awelsbacher@nfaonline.org](mailto:awelsbacher@nfaonline.org)

### ▶ NEW! VIDEO SHOWCASES

All full page and half page ads are eligible to receive a FREE Video Showcase in the same issue of *The Flutist Quarterly* where their ad is placed. Provide the link to the video you would like to feature on the ad insertion form, or you can email the link directly to [awelsbacher@nfaonline.org](mailto:awelsbacher@nfaonline.org).

### FREQUENCY DISCOUNTS AND PAYMENT

A 10% discount is offered for same-size advertisements in four 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. All orders must be paid upon receipt of invoice. Cancellation of ad space must be received in writing before the published close date.

### PAYMENTS, AD INSERTIONS AND INQUIRIES

#### Submit payment to:

The National Flute Association  
FQ Advertising - Accounting  
70 E. Lake St. #200  
Chicago, IL 60601  
ph: 312-332-6682 | fax: 312-332-6684  
[azalas@nfaonline.org](mailto:azalas@nfaonline.org)

#### Submit ad insertion orders and inquiries to:

Glenn Karaban | Karaban Media Services, Inc.  
ph: 212-840-0660  
[advertising@nfaonline.org](mailto:advertising@nfaonline.org)

Advertising Options - Same Price for Color or Black & White			
Ad Size	Dimensions (inches)	NFA Member Rates	Non-Member Rates
Full Page	8.5 x 11 ▶	\$895	\$965
Half Page Horizontal	7.5 x 4.5 ▶	\$575	\$610
Half Page Vertical	3.375 x 10 ▶	\$575	\$610
Third Page Square	4.75 x 4.5	\$285	\$310
Third Page Vertical	2.25 x 10	\$285	\$310
Quarter Page	3.375 x 4.875	\$225	\$240
Sixth Page	3.375 x 3.1875	\$165	\$175
Inside Front or Back Cover	8.5 x 11 ▶	\$1,135	\$1,225
Back Cover	8.5 x 11 ▶	\$1,265	\$1,365
Two-page Spread	17 x 11 ▶	\$1,680	\$1,815
Guaranteed Placement	8.5 x 11 ▶	\$1,135	\$1,225

▶ Embedded video in Showcase section available for half page and full page ads. Please provide [video link](#) on ad insertion form.

**10% discount for the same size ad in 4 consecutive issues**

**For more information contact: Glenn Karaban | 212-840-0660 | [advertising@nfaonline.org](mailto:advertising@nfaonline.org)**

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