



# 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), 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 posted four times annually (fall, winter, spring, summer) as an online interactive publication.

### ▶ **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).

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

### 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.

### 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)

### 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)**

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.



# THE FLUTIST QUARTERLY

## ADVERTISING INSERTION ORDER FORM

Please email completed, signed form to Glenn Karaban at [advertising@nfaonline.org](mailto:advertising@nfaonline.org)

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. Cancellation of ad space must be received in writing before the published close date. First-time advertisers must prepay. Credit is established after the first prepaid advertisement in FQ. Advertisers with credit will be billed following launch, with payment due in 30 days. Payment by credit card may be made at the online link provided below. Outstanding accounts will have ads withheld from publication, and advertisers will be prohibited from exhibiting with the NFA, until satisfactory arrangements are made.

Check all that apply (10% discount for the same size ad in 4 consecutive issues):

Winter 2021 (deadline 12/1/20)

Spring 2021 (deadline 3/1/21)

Summer 2021 (deadline 6/1/21)

Fall 2021 (deadline 9/1/21)

Winter 2022 (deadline 12/1/21)

Spring 2022 (deadline 3/1/22)

Summer 2022 (deadline 6/1/22)

Fall 2022 (deadline 9/1/22)

### Check the Appropriate Box for Ad Size - 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](#) below:

<https://www.>

Advertiser (as it will appear in the Ad Index) : \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### SUBMIT PAYMENT UPON RECEIPT OF INVOICE TO:

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

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

Submit ad insertion orders and inquiries to:  
Glenn Karaban | Karaban Media Services, Inc.  
212-840-0660 | [advertising@nfaonline.org](mailto:advertising@nfaonline.org)

For more information, see ad information sheet and visit [nfaonline.org](http://nfaonline.org). Payments are due within 30 days of billing. Non-conforming ads may be rejected. The NFA reserves the right to refuse an advertisement for whatever reason the NFA deems necessary. Each advertiser and its agent or agencies are responsible for obtaining any and all necessary permissions and/or licenses required to use any of the content of their ad(s). All advertisers and their agencies assume responsibility for the contents of their ads and agree to indemnify NFA from any and all claims and expenses arising therefrom.