



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 submitted by email should not exceed 15MB. If file is larger, please submit with a file transfer website.
2. Press-ready PDFs are the preferred format, but we will also accept high-res (300 DPI) JPEG and Tiff files.
3. PDF, JPEG, or TIFF resolution should be at least 300dpi at 100% (the size to be run in the magazine).
4. All files should be formatted to either CMYK or Black as appropriate.

• **Bleed pages:** Do not place design elements outside the live area of the ad (dimensions of live area are above). Keep all type, logos and graphics 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. If the ad is submitted without a border, one will be added by our graphics department.

• Any ad needing design edits is subject to extra costs.

• Publisher is not responsible for color differences 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. All orders must be paid upon receipt of invoice.

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

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Two-page spread	16 w x 10 h
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One-quarter page vertical	3 ¾ w x 4 7/8 h (this shape only)
One-sixth page square	3 ¾ w x 3 3/16 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)

