

ADVERTISING RATES FOR IDRS PUBLICATIONS

The **International Double Reed Society** publishes four magazines per year on a variable schedule. The spring, fall, and winter issues are titled *The Double Reed*. The summer publication is named *The Journal of the IDRS* and serves primarily as a medium for the publication of scholarly works, research projects and reviews. All publications are identical in mechanical aspects, except that the *Journal* never has an illustrated cover. Circulation is to approximately 3,000 members.

Due to the fact that these publications are edited by members of the Society, who hold full-time university faculty positions, the exact publication deadlines cannot always be guaranteed. Advertisers should consult the Industry Liaison, Peter Klatt, before placing time-sensitive advertisements for seminars, master classes etc.

ADVERTISING DEADLINES:

Spring Issue – February 10
Journal Issue – May 10

Fall Issue – August 10
Winter Issue – October 10

DISPLAY ADVERTISING RATES IN UNITED STATES DOLLARS

Rate	Current Rates	Donor/Patron Rate	Regular Rate
Full Page - 5 13/16" x 8 5/8" - vertical format	\$188.00 \$225.00
One-Half Page - 5 13/16" x 4 1/4" - horizontal format	123.00 147.00
One-Half Page - 2 3/4" x 8 5/8" - vertical format	123.00 147.00
One-Quarter Page - 2 3/4" x 4 1/4" - vertical format	81.00 96.00
One-Quarter Page - 5 13/16" x 2 1/16" - horizontal format	81.00 96.00
One-Eighth Page - 2 3/4" x 2 1/16" - horizontal format	52.00 62.00

These rates are not commissionable and are based on **camera ready artwork**. Additional charges will be made for typesetting or composition.

The Donor/Patron rate is available only to current members in those categories. (Donor membership U.S. \$125, Patron U.S. \$250).

Advertising orders for one time insertion must be accompanied by payment in full (or an institutional purchase order).

Display ads placed on a **continuing basis** will be billed annually after publication of the Winter issue. A cash discount of 10 percent is offered for prompt payment within 30 days from date of invoice.* NET 31 Days and PAST DUE thereafter. Delinquent advertisers will be suspended from further advertising until accounts are brought current and thereafter be placed on a cash basis. Unless otherwise indicated, all ads will be published in the next issue following receipt of the materials. **Sorry, we are unable to return art work.**

* **Effective with the 1996 rates the cash discount will be increased to 15%.**

MECHANICAL REQUIREMENTS

Please submit camera ready positives. Black and white positives (PMT) or negative film are acceptable. Halftones should be screened 133 to 150 lines to the inch. Black and white glossy photographs will be screened at no additional charge.

NON-COMMERCIAL CLASSIFIED ADS

For private individuals only. Up to 40 words plus address. \$30.00 payment must be included with the ad. The ad will be published in the next issue.

Send advertising artwork to: **Peter Klatt, c/o Forrest's Music**
1849 University Avenue, Berkeley, CA 94703 USA

CORRESPONDENCE: Other than articles submitted to the editors for possible publication, advertising, and back issues, ALL OTHER CORRESPONDENCE should be directed to:

Norma R. Hooks, Executive Secretary/Treasurer
2423 Lawndale Road, Finksburg, MD 21048-1401 USA

Membership applications, inquiries on missing issues, library subscriptions, etc., should all be addressed to Ms. Hooks

LABELS: Mailing labels may be purchased from the society at a cost of \$175.00 per set to non-profit organizations and \$275.00 per set to all others. Labels are laser printed, self-adhering and come in sheets three across and ten down.