

## IDRS ADVERTISING RATES

IDRS publishes four issues of *The Double Reed* annually with a circulation of over 4000 copies, which are mailed to the Society's members and institutional subscribers. Approximately 85% of the distribution is to the United States and Canada, the remainder is to international members in more than 50 countries.

**Rates.** Advertising rates are not commissionable to agencies. *Donor* and *Patron* members of the Society may advertise at reduced rates.\* Prices shown are in US dollars, payable with the insertion order.

Ad Size	Dimensions W x H (inches)	Regular Rates	Donor/Patron Rates*
Full Page	5 13/16" x 8 5/8" .....	\$270.00	\$225.00
Half Page	5 13/16" x 4 1/4" (horizontal) .....	176.00	148.00
	2 3/4" x 8 5/8" (vertical) .....	176.00	148.00
Quarter Page	2 3/4" x 4 1/4" (vertical) .....	115.00	97.00
	5 13/16" x 2 1/16" (horizontal) .....	115.00	97.00
Eighth Page	2 3/4" x 2 1/16" .....	74.00	62.00
Inside Back Cover	5 13/16" x 8 5/8" (Continuing contract only)		780.00
Outside Back Cover	6 7/8" x 10" bleed (Color when available) (Continuing contract only)		900.00

**Ad Deadlines\*** (Seasonal references pertain to the Northern hemisphere)

Issue	Deadline	Approx. Mailing Date
Issue 1 (Spring)	February 10	April
Issue 2 (Journal)	May 10	July
Issue 3 (Fall)	August 10	October
Issue 4 (Winter)	October 10	December

\* Our editors hold university faculty positions which may, at times, result in a delay of the publication date due to schedule conflicts. If a specific ad contains critical deadlines, or dated information, please contact the IDRS advertising representative to inquire about the timeliness of an upcoming issue.

**Payment Terms.** Ads for *short-term* insertion must be paid-in-full with the insertion order. Educational institutions may submit payment or a purchase order along with the mechanicals. Payment is due within 30 days of invoice date.

*Continuing Advertisers* are those whose ads are placed without time limitation - until cancelled in writing. Such ads qualify for annual billing after publication of issue No. 4 and a 15% cash discount for prompt payment postmarked within 30 days of invoice date. Ads may be changed from issue to issue and additional short-term ads of the same or smaller size may be ordered and such ads will also qualify for annual billing terms as long as the largest size ad runs without interruption in every issue. Continuing advertisers will be listed at IDRS OnLine with contact information and hyperlinks to the advertiser's web site and/or e-mail address. Please submit advertising materials and insertion orders to the advertising representative:

Peter Klatt, IDRS Industry Liaison  
1025 Mariposa Ave.  
Berkeley, CA 94707  
USA

Fax: 510-528-2756  
E-mail: [jpklatt@lmi.net](mailto:jpklatt@lmi.net)  
[www.idrs.org](http://www.idrs.org)

**Mechanical Information.** Please submit camera ready art on paper or film, positive or negative. Halftones should be screened to 133 to 150 lpi. Industry standard electronic media may be submitted in PC or MAC format (Pagemaker or Quark Xpress), EPS or TIFF files on 3.5: diskettes or Zip disk. Please include a print-out of each ad submitted on disk. We are unable to return artwork. If you wish to have electronic media returned, please include a postage-paid return mailer. Ads requiring typesetting or compositions are subject to a 30% surcharge. We are not responsible for typographical errors. Proofs will not be submitted.  
**Important: do not transmit advertising art as e-mail attachments.**

**Non-commercial Classified Ads.** Up to 40 words plus address. US \$30.00 include payment with ad.

**Commercial Classified Ads** (by businesses). Up to 40 words plus address. US \$74.00 (\$62.00 donor/patron) include payment with ad unless you are a "*continuing advertiser*."

**Mailing Labels.** Zip code presorted mailing labels are available from the IDRS Executive Secretary-Treasurer at a cost of \$275.00 per set. (\$175.00 to non-profit educational institutions).