

Advertising Information

Rates effective 1/2012



THE DOUBLE REED

The forum for oboists and bassoonists in over 50 countries

Advertising Coordinator

Wayne Gaver
15 Crestview Drive
Milton, PA 17847
USA
Phone: (570) 742-8434
E-mail: waynegaverids@msn.com

A publication of the International Double Reed Society
for its members and institutional subscribers worldwide.

IDRS annually publishes four magazines containing news and articles of interest to oboists and bassoonists. The readership consists of amateurs, students, educators and professional musicians. The issues are mailed to over 4300 members and institutional subscribers in more than 57 countries. Approximately 85% of the members/subscribers reside in the United States and Canada.

Deadlines for the submission of ads:

Issue 1: January 10
Issue 2: April 10
Issue 3: August 10
Issue 4: October 10

Approximate mailing dates†:

Issue 1: March
Issue 2: June
Issue 3: October
Issue 4: December

† If a specific advertisement contains deadlines or dated information, please contact the IDRS advertising coordinator to inquire about the timeliness of the upcoming issue.

Please submit all ad insertion orders and inquiries to:

Wayne Gaver
15 Crestview Drive
Milton, PA 17847
(570) 742-8434
waynegaverids@msn.com

Short Term Advertisements are ads for which the advertiser orders a specific number of insertions. **PAYMENT IN FULL MUST ACCOMPANY SUCH AD ORDERS.** Educational institutions may submit payment or a purchase order with the mechanicals. Payment terms for such institutions is NET 30 days from invoice date.

Continuing Contract Advertisements are ads placed without time limitation until cancelled in writing. Such ads qualify** for annual billing on or about November 15 and a 8% cash discount for payment postmarked within 30 days of invoice date. The ad may be changed and additional short-term ads of the same or smaller size may be ordered and also qualify for annual billing terms as long as the largest ad size continues without interruption in every issue.

** Subject to credit approval

Mechanical Requirements

Ads for submission must be high quality PDF files with all fonts embedded, 300 pixels per inch resolution, and CMYK or grayscale color space. 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.

Advertisements requiring typesetting or composition are subject to a 30% surcharge. Proofs cannot be submitted for approval. IDRS cannot accept responsibility for typographical errors.

Black and White Rates

Sizes	Dim. (WxH) (in inches)	Donor* Rate	Regular Rate
Full Page	5.25 x 8.25	\$315	\$380
Half Page	Horiz: 5.25 x 4	\$210	\$250
	Vert: 2.5 x 8.25	\$210	\$250
Quarter Page	Horiz: 5.25 x 1.875	\$135	\$160
	Vert: 2.5 x 4	\$135	\$160
Eighth Page	2.5 x 1.875	\$90	\$105

Color Rates

Sizes	Dim. (WxH) (in inches)	Donor* Rate	Regular Rate
Full Page	5.25 x 8.25	\$630	\$760
Half Page	Horiz: 5.25 x 4	\$415	\$495
	Vert: 2.5 x 8.25	\$415	\$495
Quarter Page	Horiz: 5.25 x 1.875	\$275	\$320
	Vert: 2.5 x 4	\$275	\$320

Inside Back Cover

WxH: 5.25 x 8.25

Color. Donor, Patron and Benefactor Members Only
(Continuing Contract Basis Only) \$1215.00

Outside Back Cover

WxH: 6.5 x 9.5 (+ bleed)

Color. Donor, Patron and Benefactor Members Only
(Continuing Contract Basis Only) \$1335.00

* Donor rates apply only to IDRS members who maintain membership at Donor, Patron or Benefactor level.



VISA AND MASTERCARD ACCEPTED.
Remit payment to the IDRS in US\$ free of charges to the payee. All checks should be drawn on a US bank in US dollars.

Please submit artwork and insertion order to Advertising Coordinator Wayne Gaver at: waynegaverids@msn.com



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Wayne Gaver - IDRS Advertising Coordinator

15 Crestview Drive
Milton, PA 17847

E-mail-waynegaveridrs@msn.com
Phone: 570-742-8434
FAX: 410-871-0659

Advertising Insertion Order

ADVERTISER (as will appear in **Index of Advertisers**)

Name _____

Address _____

Phone: _____

FAX: _____

E-mail _____

AGENT (if other than Advertiser)

Name _____

Address _____

Phone: _____

FAX: _____

E-mail _____

Please place ad in the following issue(s):

Issue #1, March
(Deadline: Jan. 10)
 2012 2013

Issue #2, June
(Deadline: Apr. 10)
 2012 2013

Issue #3, October
(Deadline: Aug. 10)
 2012 2013

Issue #4, December
(Deadline: Oct. 10)
 2012 2013

Please reserve the following space:

COLOR

REGULAR RATE

Full Page

Half Page

Quarter Page

DONOR RATE

Full Page

Half Page

Quarter Page

BLACK AND WHITE

REGULAR RATE

Full Page

Half Page

Quarter Page

Eighth Page

DONOR RATE

Full Page

Half Page

Quarter Page

Eighth Page

**Donor rates apply only to IDRS members who maintain membership at Donor, Patron, or Benefactor level.*

ARTWORK TO BE SENT: (Please refer to the IDRS rate card for mechanical requirements.)

via E-mail to waynegaveridrs@msn.com

via street address above

Special Instructions / Alterations to previously run ad: