



IDRS publishes four magazines annually 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 2500 members and institutional subscribers in more than 57 countries. Approximately 85% of the members/subscribers reside in the United States and Canada.

<b>Ad Submission Deadlines:</b>	<b>Approximate mailing dates<sup>†</sup>:</b>
Issue 1: February 10	Issue 1: March
Issue 2: May 10	Issue 2: June
Issue 3: August 10	Issue 3: September
Issue 4: November 10	Issue 4: December

## ADVERTISING CATEGORIES

**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 will be billed after the publication of each issue and will qualify for a 5% cash discount for payment made 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 the above billing terms as long as the largest ad size continues without interruption in every issue.

## 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.

**Please submit all artwork, ad insertion orders, and inquiries to:**

**Frank Swann – Advertising Coordinator**

Phone: (310) 849-1745

Email: swann@idrs.org



**Visa and Mastercard accepted. PayPal payments can be accepted by request. Remit payment to IDRS in USD free of charges to the payee. All checks should be drawn on a US bank in US dollars.**

**Send payment to:**

International Double Reed Society

P.O. Box 490

Riderwood, MD 21139-0490

COLOR	DIMENSIONS				PRICING (USD)	
	Vertical Orientation ↓		Horizontal Orientation ↔		(per issue)	
	Inches	MM	Inches	MM	Regular Rate	Donor Rate*
Inside Back Cover (bleed)	6.5 x 9.5	165.1 x 241.3				\$1,560.00
Outside Back Cover (bleed)	6.5 x 9.5	165.1 x 241.3				\$1,700.00
Full Page	5.25 x 8.25	133.35 x 209.55			\$923.00	\$764.00
Half Page	2.5 x 8.25	63.5 x 209.55	5.25 x 4	133.35 x 101.6	\$600.00	\$500.00
Quarter Page	2.5 x 4	63.5 x 101.6	5.25 x 1.875	133.4 x 47.625	\$390.00	\$330.00

BLACK AND WHITE	DIMENSIONS				PRICING (USD)	
	Vertical Orientation ↓		Horizontal Orientation ↔		(per issue)	
	Inches	MM	Inches	MM	Regular Rate	Donor Rate*
Full Page	5.25 x 8.25	133.35 x 209.55			\$460.00	\$384.00
Half Page	2.5 x 8.25	63.5 x 209.6	5.25 x 4	133.35 x 101.6	\$307.00	\$257.00
Quarter Page	2.5 x 4	63.5 x 101.6	5.25 x 1.875	133.35 x 47.625	\$192.00	\$162.00
Eighth Page	2.5 x 1.875	63.5 x 47.625			\$127.00	\$111.00

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

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



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## ADVERTISING INSERTION ORDER FORM

**Frank Swann** – IDRS Advertising Coordinator

Email: [swann@idrs.org](mailto:swann@idrs.org) | Phone: (310) 840-1745

**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, May  
(Deadline: Feb. 10)  
 2020  2021

- Issue #2, July  
(Deadline: May 10)  
 2020  2021

- Issue #3, October  
(Deadline: Aug. 10)  
 2020  2021

- Issue #4, December  
(Deadline: Nov. 10)  
 2020  2021

**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 Business Donor, Donor, Patron, or Benefactor level.*

**Please Send artwork to:** [swann@idrs.org](mailto:swann@idrs.org)

*(Please refer to the IDRS rate card for mechanical requirements.)*

**Special Instructions / Alterations to previously run ad:**