



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 2200 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†:</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

**Payment** will be made prior to the publication of each issue. Those who wish to pay per issue will have the option of receiving an invoice prior to publication. There is a 10% discount for those who wish to purchase four consecutive issues, paid in advance. Educational institutions may submit payment or a purchase order with the mechanicals. Payment terms for such institutions is NET 30 days from invoice date. Lack of prompt payment may result in removal of ad.

**Continuing Advertisements** are ads placed without time limitation until cancelled in writing. 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.

**PRINT ADVERTISING (prices per issue)**

COLOR	DIMENSIONS				PRICING (USD) (per issue)	
	Vertical Orientation ↓		Horizontal Orientation ↔		Regular Rate	Donor Rate*
	Inches	MM	Inches	MM		
Inside Back Cover (bleed)	6.5 x 9.5	165.1 x 241.3				\$1,300.00
Outside Back Cover (bleed)	6.5 x 9.5	165.1 x 241.3				\$1,500.00
Full Page	5.25 x 8.25	133.35 x 209.55			\$900.00	\$765.00
Half Page	2.5 x 8.25	63.5 x 209.55	5.25 x 4	133.35 x 101.6	\$590.00	\$500.00
Quarter Page	2.5 x 4	63.5 x 101.6	5.25 x 1.875	133.35 x 47.625	\$340.00	\$290.00
Eighth Page	2.5 x 1.875	63.5 x 47.625			\$180.00	\$155.00

BLACK AND WHITE	DIMENSIONS				PRICING (USD) (per issue)	
	Vertical Orientation ↓		Horizontal Orientation ↔		Regular Rate	Donor Rate*
	Inches	MM	Inches	MM		
Full Page	5.25 x 8.25	133.35 x 209.55			\$455.00	\$385.00
Half Page	2.5 x 8.25	63.5 x 209.6	5.25 x 4	133.35 x 101.6	\$300.00	\$255.00
Quarter Page	2.5 x 4	63.5 x 101.6	5.25 x 1.875	133.35 x 47.625	\$172.00	\$147.00
Eighth Page	2.5 x 1.875	63.5 x 47.625			\$91.00	\$77.00

† 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.

**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:**

**Dana Brink – Advertising Coordinator**

Email: [advertising@idrs.org](mailto:advertising@idrs.org)

**Checks and credit cards 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 check payments to:**

International Double Reed Society

P.O. Box 199

Polk City, IA 50226



# the double reed

## ADVERTISING INSERTION ORDER FORM

**Dana Brink** – IDRS Advertising Coordinator

Email: [advertising@idrs.org](mailto:advertising@idrs.org)

### ADVERTISER

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: Feb. 10)  
 2024  2025

Issue #2, June  
(Deadline: May 10)  
 2024  2025

Issue #3, September  
(Deadline: Aug. 10)  
 2024  2025

Issue #4, December  
(Deadline: Nov. 10)  
 2024  2025

### Please reserve the following space:

#### COLOR

#### REGULAR RATE

- Full Page
- Half Page
- Quarter Page
- Eighth Page

#### BUSINESS RATE\*

- Full Page
- Half Page
- Quarter Page
- Eighth Page

#### BLACK AND WHITE

#### REGULAR RATE

- Full Page
- Half Page
- Quarter Page
- Eighth Page

#### BUSINESS RATE\*

- Full Page
- Half Page
- Quarter Page
- Eighth Page

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

**Please Send artwork to:** [advertising@idrs.org](mailto:advertising@idrs.org)  
(Please refer to the IDRS rate card for mechanical requirements.)

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