



# INTERNATIONAL TUBA-EUPHONIUM ASSOCIATION

## JOURNAL DISPLAY AD RATES AND CONTRACT

2011-2012 JOURNAL

### BASIC INFORMATION

The ITEA Journal is distributed to all members of the International Tuba-Euphonium Association in 32 countries around the world. In addition to its members, the journal is also mailed to subscribing libraries and leading music industry concerns. Each issue is approximately 100 pages in length, offset printed on 70-pound smooth coat offset white paper with a trim size of 8 ½ by 11 inches and perfect bound; outside cover page is 80-pound velvet white.

### TERMS

- All advertisers will receive a complementary journal for the length of their advertising commitment.
- Advertisers **prepaying** space in advance for a full year will receive a 15% discount.
- Advertisers **reserving** space in advance for a full year (non-prepaid) will receive a 10% discount.
- Payment: US check or money order, MasterCard or Visa (checks made payable to "ITEA").
- All bills must be paid in full by the payment deadline (see "Display Advertisement Deadlines").
- No extra discounts to agencies.
- Ads smaller than a full page are available in black and white **only**.
- Placement of Non-Premium ads will be at the discretion of the Advertising Coordinator and Journal Editor.
  - Requests can be made to the Advertising Coordinator, though no guarantees can be made.

### DISPLAY ADVERTISEMENT DEADLINES

ISSUE	RESERVE SPACE AND PAYMENT DATE	AD COPY TO PUBLISHER	JOURNAL MAIL DATE*
Fall Journal	September 1 <sup>st</sup>	September 15 <sup>th</sup>	November 1 <sup>st</sup>
Winter Journal	December 1 <sup>st</sup>	December 15 <sup>th</sup>	February 1 <sup>st</sup>
Spring Journal	March 1 <sup>st</sup>	March 15 <sup>th</sup>	May 1 <sup>st</sup>
Summer Journal	June 1 <sup>st</sup>	June 15 <sup>th</sup>	August 1 <sup>st</sup>

\* Estimated Mailing Dates

### ADDITIONAL ADVERTISING ARTWORK REQUIREMENTS

- Advertising artwork will be accepted **ONLY** via e-mail.
- Ad artwork format: .PDF (preferred) or .JPG format
- Print format:
  - Color: CMYK (not RGB)
  - Black and White: Grayscale
- DPI: 300 dpi
- Proofs: Please **include** a proof to show exactly how the ad will appear.
- All cover, half, one-third, one-quarter, and banner ads should have a border (rule) set at the width and height specified by the Advertisement Size Specification Chart requirements (see below). Odd-sized ads **WILL** be charged at the next higher rate. Bleeds are permissible on full-page ads. Please add 1/4 inch on all sides for full-page bleeds.

\* Typesetting, design, scans, borders, paste-up and other art services are available through our publication company for an additional fee. If interested, please contact the ITEA Advertising Coordinator for further details.

### ALL MATERIAL AND CORRESPONDENCE SHOULD BE DIRECTED TO:

**Brian Gallion**, ITEA Advertising Coordinator  
Southeastern Louisiana University  
Pottle Music Building, Room A153  
Hammond, Louisiana 70402

Office Phone: 985.549.5089  
Fax: 985.549.2892  
Cell Phone: 706.412.7564  
Email: itea.ads@gmail.com



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### DISPLAY ADVERTISEMENT RATES\*

\*Rates are in U. S. dollars.

AD SIZE AND LOCATION	SINGLE ISSUE	FULL YEAR	FULL YEAR, PREPAID
<b>PREMIUM AD SPOTS</b>	- Not available with Premium Ads	- 10 % discount - 4 Issues per year	- 15 % discount - PREPAID – 4 issues per year
Outside back cover	\$800	\$719 PER ISSUE X 4 (\$2,876)	<b>\$2,720</b> (SAVINGS OF \$480)
Inside <b>front</b> cover	\$680	\$612 PER ISSUE X 4 (\$2,448)	<b>\$2,312</b> (SAVINGS OF \$408)
Inside <b>back</b> cover	\$680	\$612 PER ISSUE X 4 (\$2,448)	<b>\$2,312</b> (SAVINGS OF \$408)
Page 1	\$680	\$612 PER ISSUE X 4 (\$2,448)	<b>\$2,312</b> (SAVINGS OF \$408)
		- Each issue will be invoiced separately.	Payment due in advance (Fall payment deadline).

#### PREMIUM AD SPOT SPECIFICATIONS

- No partial year reservations for prime spots.
- Ad space will be released in the summer for the upcoming year. If you are interested in the release date, please notify the advertising coordinator.
- You may not reserve a space prior to the release date.
- Ad spots are on a first-come, first served basis.
- 4 Color, full page.
- Black and White Cover Ads will be accepted but **will** be charged the 4 color rate.

AD SIZE AND LOCATION	SINGLE ISSUE	FULL YEAR	FULL YEAR, PREPAID
<b>NON PREMIUM SPOTS</b>	- No discounts	- 10 % discount - 4 Issues per year	- 15 % discount - 4 issues per year
Full Page – 4 Color	\$560	\$504 PER ISSUE X 4 (\$2,016)	\$1,904 (savings of \$336)
Full Page – B&W	\$425	\$382 PER ISSUE X 4 (\$1,528)	\$1,445 (savings of \$255)
All ads below can be produced <b>only</b> in Black and White format.			
Half Page - horz. or vert.	\$250	\$225 PER ISSUE X 4 (\$900)	\$852 (savings of \$148)
One-Third Page - horz. only	\$190	\$171 PER ISSUE X 4 (\$684)	\$648 (savings of \$112)
Quarter Page	\$150	\$135 PER ISSUE X 4 (\$540)	\$512 (savings of \$88)
One Sixth Page –vert. only	\$110	\$99 PER ISSUE X 4 (\$396)	\$374 (savings of \$66)
Banner Style Ad* - horz. only	\$85	\$76.50 PER ISSUE X 4 (\$306)	\$289 (savings of \$51)
* Banner Style ads should not be text intensive.		- Each issue will be invoiced separately.	Payment due in advance (Fall payment deadline).

### ADVERTISEMENT SIZE SPECIFICATION CHART

AD SIZE	WIDTH X HEIGHT	BLEED	OVERALL AD SIZE
Premium Cover Pages (outside back/inside front) w/ bleed	8.5” W x 11” H	.25”	9.0” W x 11.5” H
Premium Cover Pages (outside back/inside front) <b>without</b> bleed	8.5” W x 11” H	NA	8.5” W x 11” H
Single Full Page with bleed	8.5” W x 11” H	.25”	9.0” W x 11.5” H
Single Full Page <b>without</b> bleed	7.5” W x 10” H	NA	7.5” x 10” H
Half Page - Vertical	3.667” W x 9.583” H	NA	3.667” W x 9.583” H
Half Page - Horizontal	7.5” W x 4.708” H	NA	7.5” W x 4.708” H
One-Third Page - horizontal	7.5” W x 3.139” H	NA	7.5” W x 3.139” H
One-Quarter Page	3.667” W x 4.708” H	NA	3.667” W x 4.708” H
One Sixth Page - vertical	2.389” W x 4.708” H	NA	2.389” W x 4.708” H
Banner Ad - horizontal	7.5” W x 1.5” H	NA	7.5” W x 1.5” H



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**FULL YEAR NON-PREMIUM COMMITMENT - BILLED QUARTERLY**  
 International Tuba-Euphonium Association 2011-2012 Journal Contract

**FULL YEAR ADVERTISEMENT SPECIFICATIONS**

- Full Year commitment      - Billed quarterly      - 10% Discount

NON-PREMIUM ADVERTISEMENT OPTIONS	COST	QUANTITY	QUARTER/START DATE (Ex. Winter/2011)	TOTAL
FULL PAGE – 4 COLOR	\$504/QUARTER			
FULL PAGE – BLACK & WHITE	\$382/QUARTER			
ALL ADS BELOW CAN BE PRODUCED ONLY IN BLACK AND WHITE FORMAT.				
HALF PAGE - HORIZONTAL	\$225/QUARTER			
HALF PAGE – VERTICAL	\$225/QUARTER			
ONE-THIRD PAGE – HORIZONTAL (ONLY)	\$171/QUARTER			
ONE-QUARTER PAGE	\$135/QUARTER			
ONE-SIXTH PAGE	\$99/QUARTER			
BANNER STYLE	\$76.50/QUARTER			
<b>FULL YEAR – GRAND TOTAL</b>				

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COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS FOR BILLING \_\_\_\_\_

CITY, STATE, ZIP, COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL ADDRESS (REQUIRED) \_\_\_\_\_

**I agree to the terms specified in this Contract and will pay the amount owed by the date specified in the “Display Advertisement Deadlines” section of this document. I understand that if I do not pay by the date specified, my ad will not run in the specified journal.**

**SIGNED:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**Please fax or mail this page to:**

**BRIAN GALLION, ITEA ADVERTISING COORDINATOR**      FAX: 985.549.2892  
 SOUTHEASTERN LOUISIANA UNIVERSITY  
 POTTLE MUSIC BUILDING, ROOM A153  
 HAMMOND, LOUISIANA 70402

ANY QUESTIONS, PLEASE CONTACT ME AT:  
 EMAIL: [advertising@iteaonline.org](mailto:advertising@iteaonline.org)  
 OFFICE PHONE: 985.549.5089  
 CELL: 706.412.7564