



# INTERNATIONAL TUBA-EUPHONIUM ASSOCIATION

## JOURNAL DISPLAY AD RATES AND CONTRACT

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### 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 #3 gloss white paper with a trim size of 8 ½ by 11 inches and perfect bound; outside cover page is 100-pound #3 gloss white cover stock.

### TERMS

- All advertisers will receive a complimentary journal for the length of their advertisement contract.
- Advertisers **prepaying** for a full year will receive a 15% discount.
- Advertisers **reserving** space for a full year (non-prepaid) will receive a 10% discount.
- All advertisers will be invoiced upon submission of a signed contract.
- Payment can be made by US check (made payable to ITEA), money order, MasterCard or Visa.
- All bills must be paid within thirty (30) days of receipt of invoice.
- No extra discounts to agencies.
- All ads will appear in full CMYK color.
- Non-Premium ads will appear within a designated advertisement section. Upgraded placement to the internal portion of the journal is available for a small surcharge (see price charts below).

### DISPLAY ADVERTISEMENT DEADLINES

ISSUE	CONTRACTS AND ARTWORK DUE	AD COPY TO PUBLISHER	JOURNAL MAIL DATE*
Fall Journal	September 1	September 15	November 1
Winter Journal	December 1	December 15	February 1
Spring Journal	March 1	March 15	May 1
Summer Journal	June 1	June 15	August 1

\* Dates are estimates only.

### ADDITIONAL ADVERTISING ARTWORK REQUIREMENTS

- Advertising artwork will be accepted **ONLY** via e-mail.
- Ad artwork format: PDF (preferred), JPG, or TIFF
- Print format:
  - Color: CMYK (not RGB)
- DPI: At least 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 remove trim marks and add 1/8 inch on all sides for full-page bleeds.

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

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

Cell Phone: 706.412.7564  
Office Phone: 985.549.5678  
Fax: 985.549.2892  
Email: [advertising@iteaonline.org](mailto:advertising@iteaonline.org)



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### PREMIUM ADVERTISEMENT RATES (US DOLLARS)

AD SIZE AND LOCATION	SINGLE ISSUE	FULL YEAR (RESERVED)	FULL YEAR (PRE-PAID)
<b>PREMIUM AD SPOTS</b>	*Not available for 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)
		Issues will be invoiced separately.	Payment due in advance.

#### PREMIUM AD SPOT SPECIFICATIONS

- No partial year reservations for prime spots.
- Ad space is only available if one of the current advertisers chooses not to renew their contract.
- If space becomes available, all potential advertisers will be notified via email. Space will be sold on a first come, first served basis.
- All ads are full page, 4 color (CMYK); black and white artwork will be accepted, but will be charged the color rate.

### INTERNAL AD LOCATION RATES (US DOLLARS)

AD SIZE AND LOCATION	SINGLE ISSUE	FULL YEAR (RESERVED)	FULL YEAR (PRE-PAID)
<b>INTERNAL AD SPOTS</b>	- No Discounts available	- 10% Discount - 4 Issues per year	-15% Discount - 4 Issues per year
Full Page	\$485	\$436.50 PER ISSUE X 4 (\$1746)	\$1649 (savings of \$291)
Half Page - horz. or vert.	\$285	\$256.50 PER ISSUE X 4 (\$1026)	\$969 (savings of \$171)
One-Third Page - horz. only	\$215	\$193.50 PER ISSUE X 4 (\$774)	\$731 (savings of \$129)
Quarter Page	\$170	\$153.00 PER ISSUE X 4 (\$612)	\$578 (savings of \$102)
One Sixth Page –vert. only	\$125	\$112.50 PER ISSUE X 4 (\$450)	\$425 (savings of \$75)
Banner Style Ad* - horz. only	\$95	\$85.50 PER ISSUE X 4 (\$342)	\$323 (savings of \$57)
* Banner Style ads should not be text intensive.		Issues will be invoiced separately.	Payment due in advance.

### ADVERTISEMENT SECTION RATES (US DOLLARS)

AD SIZE AND LOCATION	SINGLE ISSUE	FULL YEAR (RESERVED)	FULL YEAR (PRE-PAID)
<b>AD SECTION SPOTS</b>	- No Discounts available	- 10% Discount - 4 Issues per year	-15% Discount - 4 Issues per year
Full Page	\$425	\$382 PER ISSUE X 4 (\$1,528)	\$1,445 (savings of \$255)
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.		Issues will be invoiced separately.	Payment due in advance.

### ADVERTISEMENT SIZE SPECIFICATION CHART

AD SIZE	WIDTH X HEIGHT	BLEED	OVERALL AD SIZE
Premium Ad Spots (w/ bleed)	8.5" W x 11" H	.125"	8.75" W x 11.25" H
Premium Ad Spots (w/o bleed)	8.5" W x 11" H	NA	8.5" W x 11" H
Single Full Page (w/ bleed)	8.5" W x 11" H	.125"	8.75" W x 11.25" H
Single Full Page (w/o 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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### ***PREMIUM FULL YEAR COMMITMENT (PREPAID)***

#### International Tuba-Euphonium Association Journal Contract

##### FULL YEAR (PRE-PAID) PREMIUM LOCATION SPECIFICATIONS

- Full Year Commitment (4 Issues)
- Ad will appear specified premium location.
- Billed at beginning of contract
- 15% discount applied
- All ads should be in CMYK color
- All ads should be in JPEG, PDF, or TIFF format, and at least 300 dpi.

PREMIUM ADVERTISEMENT OPTIONS	COST	QUANTITY	QUARTER/START DATE (EX. FALL 2015)	TOTAL
OUTSIDE BACK COVER	\$2,720	1		
INSIDE FRONT COVER	\$2,312	1		
INSIDE BACK COVER	\$2,312	1		
PAGE 1	\$2,312	1		
Grand Total				

COMPANY NAME \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
BILLING PREFERENCE (EMAIL, MAIL, FAX, ETC.) \_\_\_\_\_  
PAYMENT PREFERENCE (CREDIT CARD, CHECK, PO, ETC.) \_\_\_\_\_  
ADDRESS FOR BILLING \_\_\_\_\_  
CITY, STATE, ZIP, COUNTRY \_\_\_\_\_  
TELEPHONE \_\_\_\_\_  
FAX (OPTIONAL) \_\_\_\_\_  
EMAIL ADDRESS (REQUIRED) \_\_\_\_\_  
ADVERTISING INDEX ID (REQUIRED) \_\_\_\_\_

**I AGREE TO THE TERMS SPECIFIED IN THIS CONTRACT AND WILL PAY THE AMOUNT WITHIN THIRTY (30) DAYS OF RECEIPT OF THE INVOICE. I UNDERSTAND THAT IF I DO NOT PAY BY THE DATE SPECIFIED, MY AD MAY NOT RUN IN THE SPECIFIED JOURNAL.**

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

PLEASE EMAIL (PREFERABLE), MAIL, OR FAX THIS PAGE TO:

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

Cell Phone: 706.412.7564  
Office Phone: 985.549.5678  
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Email: [advertising@iteaonline.org](mailto:advertising@iteaonline.org)