

Quarterly Journal 2018 Vol. 44 No. 1, No. 2, No. 3, No. 4

# Soundboard



## ADVERTISING MEDIA KIT FOR 2018

To maintain the integrity and quality of SOUNDBOARD, the prestigious quarterly publication of the Guitar Foundation of America, we monitor the amount of advertising in each issue. This allows the content to remain our focus while keeping each issue clutter-free and visually pleasing.

SOUNDBOARD prints in 4-color process throughout. We include an array of advertisers dealing in classical guitar—including music publishers, festivals/competitions, educational programs, guitar dealers, luthiers, accessories, and more. Due to advertising space demand, if we are unable to place your ad in an issue, we will be happy to place you on a wait list.

### 2018 Advertising Rate Options

You must notify us by email of your ad selection **before the art deadline** in order to reserve space: [rayers@guitarfoundation.org](mailto:rayers@guitarfoundation.org) (Please see MECHANICAL SPECIFICATIONS page (p. 3) to ensure the best ad reproduction.)

#### Advertising Rates

- \$695. Full Page (trim size 8.5"w x 11"h; with bleed of .25" all sides, 9"w x 11.5"h)
- \$500. Half Page Horizontal (7.5"w x 4.5"h)
- \$500. Half Page Vertical (3.625"w x 9.75"h)
- \$295. Quarter Page (3.625"w x 4.5"h)
- \$150. Eighth Page (3.625"w x 2.25"h)

#### Premium placement (as available)

- \$1,375. Back Cover (trim size 8.5"w x 11"h; with bleed of .125" all sides, 8.75"w x 11.25"h)
- \$ 875. Inside Covers (trim size 8.5"w x 11"h; with bleed of .125" all sides, 8.75"w x 11.25"h)
- \$ 875. Inside Facing Cover (trim size 8.5"w x 11"h; with bleed of .125" all sides, 8.75"w x 11.25"h)

Note: All prices are subject to increase.

### Soundboard 2018 Ad artwork deadline dates:

Vol. 44 No. 1 — JANUARY 22, 2018 (releases in March)

Vol. 44 No. 2 — APRIL 16, 2018 (releases early June – \*Note: Convention June 18–23)

Vol. 44 No. 3 — JULY 13, 2018 (releases September – \*Note: Soundboard Scholar releases late August)

Vol. 44 No. 4 — OCTOBER 12, 2018 (releases December)

Advertisers wishing to place date sensitive ads should contact: [rayers@guitarfoundation.org](mailto:rayers@guitarfoundation.org)

10% DISCOUNTS on 4x Ads | Full Page & Half Page Ads ONLY. (4 consecutive issues – 10% off of each issue's ad)

4x ad runs in premium locations may only run one year at a time.

Advertisers choosing to place Full or Half page size ads in Vol. 44.2 and the Convention Program will receive a 10% discount on the Program ad and their Vol. 44.2 ad.

Advertisers choosing to place Full or Half page size ads in Vol. 44.3 and Soundboard Scholar will receive a 10% discount on the Soundboard Scholar ad and their Vol. 44.3 ad.

#### Other Services/Fees:

- Ad design and layout service available starting at \$75/hr.
- Copywriting service available – pricing upon request.
- Additional charges (\$25 minimum) will be incurred by the advertiser for resizing ads and file format conversion; if files must be resubmitted to provider in cases of low image resolution or RGB color placement; and if any file is created with software not compatible per above specs.
- A cancellation fee of \$25 will be incurred by the advertiser for cancelling any ad after the submission deadline date.

#### PAYMENT options:

Complete the **Contract/Ad Policies/Payment** (p. 2 of this document) and mail to: PO Box 2900 | Palos Verdes Peninsula, CA 90274 or email to: [info@guitarfoundation.org](mailto:info@guitarfoundation.org)

- For payment method information see Contract/Ad Policies/Payment (p. 2 of this document).

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## 2018 CONTRACT/AD POLICIES/PAYMENT

**You must notify us by email of your ad selection before the art deadline in order to reserve space: [rayers@guitarfoundation.org](mailto:rayers@guitarfoundation.org)  
\*THIS PAGE MUST BE COMPLETED AND SENT BY MAIL or by EMAIL.**

Guitar Foundation of America | PO Box 2900 | Palos Verdes Peninsula, CA 90274 | [info@guitarfoundation.org](mailto:info@guitarfoundation.org)

### Credit Policies

Advance payment is required for first time advertisers (or those not advertising within the past 2 years). Payment must be received within 5 days prior to space reservation deadline or ad will not be published. Returning/repeat advertisers—Invoice terms —net 30 days from receipt of invoice. 1.5% monthly finance charge is assessed on late payments. Accounts 90 days or more past due will be sent to an outside collection agency. A \$20. fee will be charged for returned checks. Guitar Foundation of America accepts personal checks, company checks, and credit cards.

### Advertising Policies

Advertiser is solely responsible and liable with respect to the content submitted for publication herein and Guitar Foundation of America is not responsible for any claims arising there from. Advertiser shall indemnify and hold Guitar Foundation of America harmless from any and all damages resulting from publication of the content submitted by Advertiser. All prices are subject to increase. If Guitar Foundation of America elects to use an attorney to collect any amounts due hereunder, Advertiser shall be liable for reasonable attorneys' fees associated therewith.

We (I) understand, sign and date the terms of this contract (pages 1 & 2).

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Advertisement placed in **Soundboard** Volume No. & Issue No.:

**TOTAL:** \$ \_\_\_\_\_ (may be subject to state & local sales tax dependent upon state rules & regulations)

Method of Payment:

Check (Payable to: Guitar Foundation of America)  Credit Card:  VISA  MasterCard  Discover

Card No. \_\_\_\_\_ 3-digit code (on reverse) \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card (sign & print name) \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

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## AD MECHANICAL SPECIFICATIONS

**PLEASE FOLLOW OUR MECHANICAL SPECIFICATIONS TO ENSURE THE BEST POSSIBLE AD REPRODUCTION.**

Please make sure we have been notified of ad selection by e-mail: [ads@guitarfoundation.org](mailto:ads@guitarfoundation.org)

**Soundboard** accepts electronic ad files in the following two formats:

- 1 - Files must **IMPORT** into **Adobe InDesign** for Macintosh.
- 2 - **High resolution PDF** files accepted.

**ALL FONTS MUST BE EMBEDDED or TEXT CONVERTED TO PATHS** (Ad department runs Mac OS X)

• Electronic files & text files:

- Submit to Ryan Ayers: [rayers@guitarfoundation.org](mailto:rayers@guitarfoundation.org) (file size 8 MB or less)
- Electronic ad files may be compressed.
- Electronic files may also be transmitted through WeTransfer or Dropbox

• Color/B&W/GREYSCALE images **MUST** be Photoshop tiff or HI-RES JPEG format. (No Compression).

**All COLOR PHOTOS AND COLORS MUST BE CMYK - NO RGB accepted.**

**High resolution 300 DPI** (Images at original size.)

NO computer screen-captured images.

• Graphics/logos: eps format (**ALL FONTS CONVERTED TO PATHS or EMBED ALL FONTS**).

• **Design service is available** starting at \$75/hr.

• Additional charges (\$25 minimum) will be incurred by the advertiser for resizing ads and conversion, if files are resubmitted to provider in cases of low image resolution or RGB color placement, and of any file for any ad created with software not compatible per above specs.

• A cancellation fee of \$25 will be incurred by the advertiser for canceling any ad after the submission deadline date.

**ADVERTISEMENT SIZES - Soundboard** finished page trim size is **8.5"w x 11"h**

Full Page:

Full page trim size; 8.5"w x 11"h

Image area size; 8"w x 10.5"h (keep important data, art, text within this area)

Bleed size (color/image background; 8.75"w x 11.25"h (this allows .125" bleed on all sides)

Half Page Horizontal	7.5"w x 4.5"h
Half Page Vertical	3.625"w x 9.75"h
Quarter Page	3.625"w x 4.5"h
Eighth Page Card	3.625"w x 2.25"h

For more advertising information or inquiries please contact: [ads@guitarfoundation.org](mailto:ads@guitarfoundation.org)

For more mechanical specifications information or inquiries please contact: [rayers@guitarfoundation.org](mailto:rayers@guitarfoundation.org)