



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 2700 members and institutional subscribers in more than 55 countries. Approximately 80% of the members/subscribers reside in the United States and Canada with the remainder all across the globe.

Ad Submission Deadlines:

Issue 1: February 10
Issue 2: May 10
Issue 3: August 10
Issue 4: November 10

Approximate mailing dates†:

Issue 1: March
Issue 2: June
Issue 3: September
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.

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

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

COLOR	DIMENSIONS				PRICING (USD)	
	Vertical Orientation ↓		Horizontal Orientation ↔		(per issue)	
	Inches	MM	Inches	MM	Regular Rate	Business 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			\$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	133.4 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	Business Rate*
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	\$190.00	\$162.00
Eighth Page	2.5 x 1.875	63.5 x 47.625			\$130.00	\$110.00

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

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



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ADVERTISING INSERTION ORDER FORM

Frank Swann – IDRS Advertising Coordinator

Email: swann@idrs.org | Phone: (310) 849-1745

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, March
(Deadline: Feb. 10)
 2023 2024

Issue #2, June
(Deadline: May 10)
 2023 2024

Issue #3, September
(Deadline: Aug. 10)
 2023 2024

Issue #4, December
(Deadline: Nov. 10)
 2023 2024

Please reserve the following space:

COLOR

REGULAR RATE

- Full Page
- Half Page
- Quarter Page

BUSINESS RATE*

- Full Page
- Half Page
- Quarter 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 level.*

Please Send artwork to: swann@idrs.org
(Please refer to the IDRS rate card for mechanical requirements.)

Special Instructions / Alterations to previously run ad: