



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

Short Term Advertisements are ads for which the advertiser orders a specific number of insertions. Payment in full at the time of billing must accompany such ad orders. Educational institutions may submit payment or a purchase order with the mechanicals. Payment terms for such institutions is NET 30 days from invoice date.

Continuing Contract Advertisements are ads placed without time limitation until cancelled in writing. Such ads will be billed at the regular billing interval for each issue. The ad may be changed and additional short-term ads of the same or smaller size may be ordered and also qualify for annual billing terms as long as the largest ad size continues without interruption in every issue.

Advertisers who purchase short term advertisements in 4 consecutive issues or a continuing contract advertisement will be eligible for a 10%

total discount, in addition to any other applicable discounts, when paid in full at the beginning of the year or contract date. Print advertisers will be invoiced electronically on the first business day of the corresponding issue's printing month.

MECHANICAL REQUIREMENTS

Ads for submission must be high quality PDF files with all fonts embedded, 300 pixels per inch resolution, and CMYK or grayscale 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. Proofs cannot be submitted for approval. IDRS cannot accept responsibility for typographical errors. Payment information can be found at the bottom of this page.

Please submit all artwork, ad insertion orders, and inquiries to:

Dana Brink – Advertising Coordinator

Email: 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

PRINT ADVERTISING (prices per issue)

COLOR	DIMENSIONS				PRICING (USD)	
	Vertical Orientation ↓		Horizontal Orientation ↔		(per issue)	
	Inches	MM	Inches	MM	Regular Rate	Donor Rate*
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)	
	Vertical Orientation ↓		Horizontal Orientation ↔		(per issue)	
	Inches	MM	Inches	MM	Regular Rate	Donor 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	\$172.00	\$147.00
Eighth Page	2.5 x 1.875	63.5 x 47.625			\$91.00	\$77.00



the double reed

ADVERTISING INSERTION ORDER FORM

Dana Brink – IDRS Advertising Coordinator

Email: 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)
 2025 2026

Issue #2, June
(Deadline: May 10)
 2025 2026

Issue #3, September
(Deadline: Aug. 10)
 2025 2026

Issue #4, December
(Deadline: Nov. 10)
 2025 2026

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
(Please refer to the IDRS rate card for mechanical requirements.)

Special Instructions / Alterations to previously run ad: