



American Suzuki Journal



The official quarterly publication of the Suzuki Association of the Americas, Inc.

Ad Rate Card

About the SAA

The Suzuki Association of the Americas' (SAA) mission is to promote and support excellence in Suzuki education for teachers, parents, and students in the Americas. The SAA is a non-profit organization comprised of teachers, parents, performers and supporters of Talent Education, a philosophy which encourages all children and supports sharing new ideas. Our membership is growing rapidly as the demand for Suzuki-oriented education increases. The SAA's membership includes those interested in violin, viola, cello, bass, piano, flute, guitar, harp, recorder, voice and early childhood education.

American Suzuki Journal

The *American Suzuki Journal (ASJ)* is the official publication of the SAA, the leadership organization for Talent Education in the Americas. This combined with a dedicated readership and attractive advertising rates make the *American Suzuki Journal* an excellent medium for advertising your business! The *ASJ's* broad scope caters to the diverse interests of our wide-ranging membership and other musicians interested in Suzuki education. It offers information on over 60 summer institutes, an active teacher development program with scholarship opportunities, a media library, classified job section for teachers, feature articles on Suzuki events, and informative columns for teachers and parents. Published quarterly in 4-color on glossy stock, the minimum run is 8,500. Each issue reaches over 15,000 readers via library subscriptions, studio use, summer institute distribution and regular subscriptions.

Discounts & Benefits

4-issue contract advertisers receive many benefits!

- The fourth insertion of a 4-consecutive issue contract is discounted 40% off the open price (same size ad only). Changes in digital files for 4-issue contract advertisers will be accepted if a written request and new ads are received by issue deadlines.
- Your business will be listed in the Materials Sources in our SAA's New Parent and New Teacher packets as a supplier of Suzuki and general music materials. This additional free promotion reaches over 5,000 people yearly. Please see advertising contract for listing information.
- If the 4-issue contract is paid in full by **September 30th** of the contract year, 5% may be discounted from the total bill.
- Additional advertising opportunities: Our Annual Membership Directory provides additional advertising opportunities. This black and white publication offers reduced ad rates, and reaches over 8,000 people yearly. Our biennial conferences offer exhibitor space and program ads. Please contact us for information. Space is limited.

Contract Terms

- Reservations for advertising space **MUST** be by completed contract form, received by the insertion deadline. This includes renewals or changes to 4-issue contracts. Insertion orders and correspondence without contracts will be considered invalid unless a signed contract is



Photo courtesy of the University of Louisville Suzuki Institute for Strings.

received by the insertion deadline. By signing the contract, the advertiser agrees to all terms and conditions. For signed 4-issue contracts, copy/art changes must be submitted by the artwork deadlines. If this is not received on time, a pickup will be used.

- All advertisements are subject to approval. The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published.
- The publisher has the right to refuse or cancel contracts at any time. All advertiser cancellations must be submitted in writing prior to insertion deadlines to be valid.
- No conditions other than those stated in this rate card are binding upon the publisher, unless specifically agreed to in writing by both parties.
- Publisher is not responsible for any claims made in advertisements, and assumes that all photos and endorsements have been covered by written consent.
- Prepayment is required for new advertisers for the first ad. All other advertisers will be billed, unless choosing the 4-issue contract plus 5% prepayment discount. Payments are due on receipt of invoice. A 1.5% monthly interest charge is assessed after 30 days. If a bill is unpaid after 90 days, no advertising will be placed until the balance has been paid in full, and future ads must be prepaid.

Ad Preparation Tips

To assure professional quality and successful results from your ad, please consider the following suggestions:

- Run your ad in several issues to increase response.
- Focus on the content of your ad, which ensures success.
- Use headlines and pictures to catch attention.
- Use professional quality typography and photos.
- Be sure the mechanical requirements match SAA specifications. If SAA reformatting is required, you will have additional charges for changes.
- Correct paperwork means no delays in publishing your ad.

Questions?

Please contact our advertising department:

SAA/*American Suzuki Journal*

PO Box 17310

Boulder, CO 80308

Phone: 303-444-0948

Fax: 303-444-0984

email: advertising@suzukiassociation.org

web site: www.suzukiassociation.org

Please call for our current street address for sending artwork!

Ad Preparation

Media

Digital files: Acceptable media includes:

- Email or Web
- CD

Software

Files may be compressed; self-extracting archives are recommended for files over 6M.

Preferred software includes:

- Adobe InDesign
- Adobe Photoshop
- Adobe PDF

Camera-ready artwork

We only accept digital files.

Fonts

Please supply **all** fonts (printer AND screen)—use Adobe Type 1 fonts; TrueType fonts **are not** acceptable.

Graphics

Supply all graphic and photo files (EPS and TIFF files are preferred. Resolution **must** be 300 dpi or higher). Supply only files to be used for high-resolution output.

Proofs

Proofs must accompany all ads; color proofs must accompany all 4-color ads. Printed tear sheets are not acceptable for this purpose. A laser or high resolution printout of all black and white ads is **required**.

Screen Size

133 line. Prices start at \$10 for reformatting half tones to correct line screen.

Incomplete Artwork

Advertisers will be billed at the rate of \$45/hour (minimum charge of 1 hour) for any costs that result from failure to provide all materials in good order to spec.

The *American Suzuki Journal* is printed on a web offset press using the saddle stitch binding method.

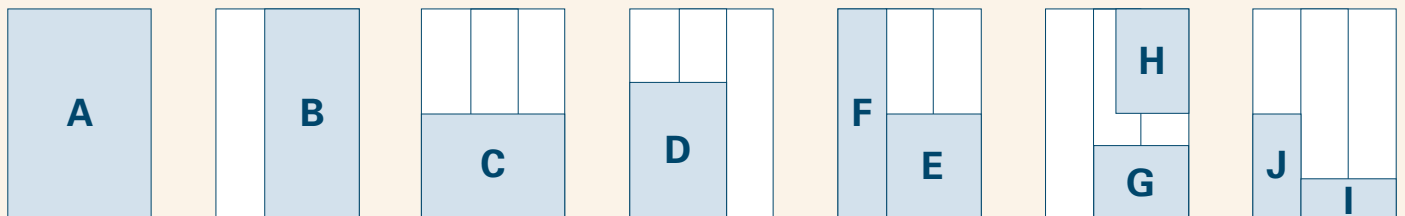
2011-2012 Advertising Rates

Discounts: The fourth insertion of a 4-consecutive issue contract is discounted 40% off the open price (same size ad only).
4-Color Ad Rates: Available for 1/4 page through full page ad sizes.

Ad Size		w" x h"	1-3x B/W	(4C)	4th B/W	(4C)
Full Page Bleed	(A)	8.63 x 11.13	\$695	(\$1195)	\$417	(\$717)
Full Page	(A)	7.12 x 9.38	\$695	(\$1195)	\$417	(\$717)
2/3 Page	(B)	4.71 x 9.38	\$515	(\$915)	\$309	(\$549)
1/2 Page	(C) (D)	7.12 x 4.69 4.71 x 6.98	\$475	(\$825)	\$285	(\$495)
1/3 Page	(E) (F)	4.71 x 4.69 2.31 x 9.38	\$365	(\$665)	\$219	(\$399)
1/4 Page	(G) (H)	4.71 x 3.44 3.51 x 4.69	\$295	(\$545)	\$177	(\$327)
1/6 Page	(I) (J)	4.71 x 2.29 2.31 x 4.69	\$245	N/A	\$147	N/A
Outside Color Cover (call for availability)				\$1495		\$897
Inside Color Cover (call for availability)				\$1425		\$855

Note: All prices in US dollars.

Ad Size Guide



Important: All ads must be created with the exact dimensions listed above. The SAA reserves the right to alter any ads that do not conform to these specifications. Please indicate the size and ad shape by letter on your contract.

Issue and Closing Dates

Issue	Insertion	Artwork
Fall	September 1	September 15
Membership Directory	October 1	October 15
Winter	December 1	December 15
Spring	March 1	March 15
Summer	June 1	June 15