

2019 *American Lutherie* Advertising

American Lutherie is the quarterly publication of the Guild of American Luthiers. Our 8 1/2" x 11" format journal, 76 pages* in length reaches over 3,500 Guild members, as well as numerous other luthiers and aficionados in the field. Back issues of *American Lutherie* are kept as reference material and referred to again and again over the years. The GAL is a non-profit membership organization. We consider ads to be an information resource for our members. We keep the number of pages devoted to ads low, so we can keep the number of pages devoted to articles high. In our regular issues, we only offer quarter-page and eighth-page ads.* (We won't combine small ads to make larger ads, but you are free to run more than one ad in an issue). Ad placement is at our discretion (inside pages only).

American Lutherie is printed in full color. Ads can be in black & white or color. There is no additional charge for color ads. Please read and follow our guidelines below for ad art.

*We are continuing the new publishing plan we began in 2018. The Spring, Summer, and Winter issues will be our usual 76-page journal (with the ads included in the pages of the journal). The fall issue will be a 100-page anthology issue/book that will not contain advertising. We will publish a separate lutherie supplier advertising supplement that will be mailed with the fall anthology issue to all members. We expect that this supplement will be kept by members as a handy resource for future reference. Since the advertising will be in a separate publication, we are able to offer 1/2-page and full-page ads in the fall insert only. We will require payment in advance for these larger ads, as the size of the insert will be determined by the number and size of ads we receive. If you are a regular advertiser you can continue to run your usual ad if you prefer.

Contact Deb Olsen using the form below you'd like to schedule an ad, have questions or sending new art for an existing ad.

2019 RATES & SPECS

	Member	Non-Member
Spring, Summer & Winter issues:		
1/8 page	\$110	\$220
1/4 page	\$220	\$440
Fall issue – advertising supplement		
1/8 page	\$110	\$220
1/4 page	\$220	\$440
1/2 page	\$375**	N/A
Full page	\$750**	N/A

MEMBER RATES and DISCOUNTS

Your 2019 GAL dues must be paid to receive the member rate for ads in our 2019 issues.

We offer a 10% discount on ads if you run your ad on an ongoing basis (insertion for at least four consecutive insertions) and/or if you pay in advance of publication.

**The half- and full-page ads in the supplement are already discounted and are prepay only, so no additional discount applies.

PAYMENT

Prepayment is required the first time you run an ad (or for larger ads in the supplement). When you reserve space, we will send you an invoice via paypal. You can pay with your credit card or mail a check. For regular advertisers, we will bill you upon publication. A late charge will be applied to overdue accounts.

DEADLINES FOR INSERTION REQUESTS

Contact us by the dates below to reserve space for your ad in a specific issue. If you ask us to place an ad in an issue, once the insertion deadline is past, you are obligated to pay for the ad (unless we are able to pull it). You can request that your ad runs for a single issue, several issues (i.e., one year, spring and fall only, etc), or that your ad runs in every issue. If you wish your ad to run in each issue until further notice, please email Deb stating that.

We need to have your new art (for instructions, see below) in hand three weeks after the insertion deadline, but sooner is better.

INSERTION DEADLINES:

AL#136 (Spring 2019) — December 28, 2018

AL#137 (Summer 2019) — March 22, 2019

AL Anthology Issue Supplement (Fall 2019) — July 5, 2019

AL#138 (Winter 2019) — October 4, 2019

SUBMITTING AD ART

All advertising art in *American Lutherie* is in electronic format. You may submit a workable file, or we can typeset a simple ad for you and send a draft via email for your approval.

AD SIZES

Regular issues of *American Lutherie*:

1/8 page ad – 3.6" wide by 2.35" tall (horizontal)

1/4 page ad – 3.6" wide by 4.85" tall (vertical)

Fall advertising supplement:

1/8 page ad – 3.6" wide by 2.35" tall (horizontal)

1/4 page ad – 3.6" wide by 4.85" tall (vertical)

1/2 page ad – 7.4" wide x 4.8375" tall (horizontal)

1/2 page ad – 3.6" wide x 9.8" tall (vertical)

Full page ad - 7.4" wide x 9.8" tall

The file format that works best for us is high-resolution PDF in CMYK color space. High-resolution TIFF in CMYK color space may also be acceptable. In any case, color must be CMYK. If your ad has no color elements, either 1-bit B&W (1000 lpi or better) or 8-bit grayscale (1000 lpi or better) is okay. Fonts must be included in PDFs. Please do not send application files such as Adobe Illustrator or Microsoft Word. Send ads as attachments, not as pictures in an email. Email Deb with any questions: galdo[at]luth.org.

To submit an ad for us to typeset, please send the following:

- A sketch or example of the ad as you would like it to appear
- Good PDF or TIFF files of any logo or other specific art which is to appear
- separate high-resolution files of any photographs

Our typesetting service is free for ads that will run four or more times; otherwise there will be a charge of \$40-\$50 depending on the complexity of the ad. Minor updates and changes can be made from time to time without charge, but we'll bill you for larger or more frequent changes.

A word about the look of ads in *American Lutherie*... Before you make up your ad please read the following: *American Lutherie* is an educational fine-craft journal, so we ask that you keep the look of your ad harmonious with our content.

Please avoid the following: solid black backgrounds; white backgrounds with no box at the edge; big loud lettering with exclamation points; jarring color combinations; big bright red all-caps block lettering; or anything else that looks like a Harbor Freight ad. If you are not sure what we're referring to, we can email examples if you have yet to see ads in *American Lutherie*.

Also, here are some common errors that can make your ad look bad that you will want to avoid: jaggy low-rez graphics, possibly repurposed from a website; photos that show crunchy JPG compression; and tiny, light-colored lettering on a dark background.

And a brief word about typesetting. Common errors we see are improper capitalization, hyphens wrongly used as dashes, and typewriter-style quote marks. If typesetting is not your thing, you can avoid the hassle and get a better-looking ad by having a professional prepare your ad (or by letting us create a simple design for you).

ESTIMATED MAILING DATES

The following dates are when we plan to mail the issues. They are mailed from our printer in Missouri, and will take at least a week or two to reach the majority of the members. Outlying areas will take longer. Outside the USA, issues are sent to a mail consolidator who inserts mail into each country's mail system. These issues may take 4-5 weeks to arrive.

AL#136 (Spring 2019) — est. mail date February 26, 2019

AL#137 (Summer 2019) — est. mail date June 4, 2019

AL Anthology Issue (w/Supplement) (Fall 2019) — est. mail date September 10, 2019

AL#138 (Winter 2019) — est. mail date December 10, 2019

We cannot guarantee inclusion of ads that reach us after the deadline, or do not meet our requirements. Send copy as early as possible. Call or email Deb with any concerns or if you are having problems meeting a deadline. We reserve the option not to run your ad if we deem the content or style inappropriate to our readership or to the thrust of our journal.