

American Lutherie Advertising — 2021

American Lutherie is the journal of the Guild of American Luthiers that reaches around 3,500 Guild members, as well as numerous other luthiers and aficionados in the field. The GAL is a non-profit educational membership organization. We consider ads to be an information resource for our members. We purposely keep the number of pages devoted to ads low, so we can keep the number of pages devoted to articles high.

American Lutherie is published in the Spring, Summer, and Winter and is printed in full color, 8½" × 11" -format 76-page full-color journal. The fall issue is our 100-page American Lutherie Anthology softcover book that does not contain advertising, but is mailed with a separate advertising supplement. The fall advertising supplement is a handy resource that members can keep handy for future reference.

We only offer **quarter-page** and **eighth-page ads** in our Spring, Summer, and Winter issues. However, we are able to offer full- and half-page ads in the fall supplement. Page placement in the journal and supplement is at our discretion. Ads can be in color or black & white. There is no additional charge for color ads. Please read and follow our guidelines below for ad art. 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.

AMERICAN LUTHERIE ADVERTISING RATES

	Member	Non-Member
<i>American Lutherie and Fall Advertising Supplement</i>		
1/8 page	\$110	\$220
1/4 page	\$220	\$440
<i>Fall Advertising Supplement only</i>		
1/2 page	\$375	N/A
Full page	\$750	N/A

MEMBER RATES and DISCOUNTS: Your 2021 GAL dues must be paid to receive the member rate for ads in our 2021 issues. We offer a 10% discount on ads if you run your ad on an ongoing basis (insertion for at least four consecutive issues) and/or if you pay in advance of publication. The half- and full-page ads in the supplement are already discounted and prepay only, so no additional discount applies.

PAYMENT: Advance payment is required the first time you run an ad and 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 after publication. A late charge will be applied to overdue accounts.

AMERICAN LUTHERIE ADVERTISING INSERTION REQUIREMENTS

INSERTION DEADLINES

AL#142 (Spring 2021) — February 5, 2021

AL#143 (Summer 2021) — April 23, 2021

AL Fall Advertising Supplement (Fall 2021) — July 23, 2021

AL#144 (Winter 2021) — October 15, 2021

To run an ad, contact us by the dates above to reserve space in a specific issue. We cannot guarantee inclusion of an ad if the insertion request is past the deadline, or if your art does not meet our requirements. Once you ask us to place an ad in an issue, you are obligated to pay for that ad, unless it is prior to the insertion deadline. (If the deadline is past, we may pull it, at our discretion.)

You can request that your ad runs regularly (i.e., every issue for a year, spring and fall only, etc.), or that your ad runs in every issue. If you wish your ad to run in every issue until you notify us, please email Deb stating that. You may discontinue your ad at any time, assuming the insertion deadline has not passed.

AD ART SIZES AND SPECS

Sizes for *American Lutherie* and *Fall Advertising Supplement*:

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

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

Additional Sizes for *Fall Advertising Supplement*:

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

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

Full page ad - 7.4" wide × 9.8" tall

We need to receive your art within three weeks of the insertion deadline, but please submit sooner if possible.

All advertising art in *American Lutherie* must be submitted in electronic format. 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.

If you want a simple ad (text only), we can typeset it for you and send a draft via email for your approval. Our typesetting service is free for ads that will run four or more times; otherwise there will be a charge of \$50. Minor text changes can be made from time to time without charge on ads we have typeset, but we cannot change your ad on a regular basis without charging you. We cannot correct errors or make changes to ads that we didn't prepare.

A word about the look of ads in *American Lutherie*... *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. We can email images of ads we feel are good examples.

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. Be sure to look at your ad in the actual size it will appear on the page, not just at 400% on your computer screen, to make sure the text is readable.

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 art.

ESTIMATED MAILING DATES

AL#142 (Spring 2021) — date April 6, 2021

AL#143 (Summer 2021) — date June 29, 2021

AL Anthology Issue (w/Ad Supplement) (Fall 2021) — September 21, 2021

AL#144 (Winter 2021) — December 21, 2021

These dates are estimates only of the date each issue will be mailed from our printer in Missouri. Expect that it 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.

For more information or to reserve ad space contact:

Deb Olsen

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253-472-7853

Guild of American Luthiers

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