

American Lutherie Advertising

2023

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 nonprofit 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, 8 1/2" x 11" format 76-page full-color journal. The Fall issue is our 100-page *American Lutherie Anthology* softcover book that does not contain advertising. To accommodate advertisers, and as a resource to our members, we publish a separate advertising supplement that is mailed with the fall issue. The Fall Advertising Supplement can be kept by members as handy reference.

We offer only quarter-page and eighth-page ads in our regular issues of *American Lutherie*: Spring, Summer, and Winter. However, we are able to offer full- and half-page ads in the Fall supplement.

Page placement in *American Lutherie* 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

American Lutherie and Fall Advertising Supplement

	<i>member</i>	<i>nonmember</i>
1/8 page	\$110	\$220
1/4 page	\$220	\$440

Fall Advertising Supplement only

	<i>member</i>	<i>nonmember</i>
1/2 page	\$375	N/A
Full page	\$750	N/A

MEMBER RATES and DISCOUNTS: Your 2023 GAL membership dues must be paid to receive the member rate for ads in our 2023 issues. We offer a 10% discount on ads if you run your ad on an ongoing basis (i.e., insertion for at least four consecutive issues) and/or if you pay in advance of publication. The half- and full-page ads in the fall supplement are already discounted and are prepay only, so no additional discount applies.

PAYMENT: Advance payment is required the first time you run an ad and for the 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 #148 (Spring 2023) — January 13, 2023

AL #149 (Summer 2023) — March 31, 2023

Fall Advertising Supplement (Fall 2023) — August 4, 2023

AL #150 (Winter 2023) — October 13, 2023

DEADLINE FOR ART:

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

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 made after 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 (or if we are able to pull it).

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, as long as 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 ONLY 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

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 text-only ad, we can typeset it for you and send a draft via email for your approval. Our typesetting service is free for text-only 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. 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, at your request.

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 #148 (Spring 2023) — March 23, 2023

AL #149 (Summer 2023) — June 9, 2023

AL Anthology Book (w/Advertising Supplement)
(Fall 2023) — September 22, 2023

AL #150 (Winter 2023) — December 22, 2023

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 advertising space in *American Lutherie*, please contact Deb Olsen via email:
GALDO@luth.org**

Guild of American Luthiers

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