

Advertise in *American Lutherie* 2024

***American Lutherie* is the print journal of the Guild of American Luthiers** that is sent to members three times per year (starting in 2024), and 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.

American Lutherie is published three times a year (Spring, Summer, and Fall/Winter issues) and is printed in full color in an 8 1/2" x 11" format. The Spring and Summer issues will average 76-pages, the Fall/Winter issue will be larger. We offer only quarter- and eighth-page ads in order to keep the number of pages devoted to lutherie information high. Back issues of *American Lutherie* are kept as reference material and are referred to again and again over the years.

Ads can be in color or black & white. There is no additional charge for color ads. Position of ads in *American Lutherie* is at our discretion. 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 educational, fine-craft journal.

AMERICAN LUTHERIE ADVERTING RATES

MEMBER AD RATES and DISCOUNTS

- Your 2024 GAL membership dues must be paid to receive the member rate for ads in our 2024 issues.
- We offer a 10% discount on ads if you run your ad on an ongoing basis (i.e., insertion for at least three consecutive issues) and/or if you pay prior to publication.
- We offer an additional 5% discount if you pay for a year's worth of ads (3 issues) in advance of the first insertion.

MEMBER AD RATES PER ISSUE FOR 2024

1/8 page: \$125 (w/10% discount for 1 recurring or prepaid ad: \$112) (w/15% discount for 3 issues paid in advance: \$319)

1/4 page: \$250 (w/10% discount for 1 recurring or prepaid ad: \$225) (w/15% discount for 3 issues paid in advance: \$638)

NONMEMBER RATES ARE DOUBLE MEMBER RATES...

So just join or renew your GAL membership to receive the member rate.

PAYMENT

- Advance payment is required the first time you run an ad. When you reserve space, we will send you an invoice via PayPal.
- Credit card and checks are accepted as payment.
- For ongoing ads, we will bill you via email after each issue is published, or you can pay in advance. (Note our new discount for paying for a year's insertions in advance.) A late fee may be charged to overdue accounts past 30 days.

AMERICAN LUTHERIE ADVERTISING INSERTION REQUIREMENTS

INSERTION DEADLINES

AL #151 (Spring 2024) — January 12, 2024

AL #152 (Summer 2024) — May 3, 2024

AL #153 (Fall/Winter 2024) — September 6, 2024

DEADLINES FOR ART:

We need to receive your art within three weeks of the insertion deadline, but please submit sooner if possible. This applies to new ads or if you are replacing existing ad art.

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 (i.e., make an insertion order), you are obligated to pay for that ad, unless it is prior to the insertion deadline (or if we are able to pull it, at our discretion). First-time ads are not guaranteed to be inserted until they are paid for.

You can request that your ad runs regularly (i.e., every issue for a year, or two issues per year, etc.), or that your ad runs in every issue. If you wish your ad to run in every issue until you notify us to stop, 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

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

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

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 gray scale (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 three 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 that 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, 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 misspelled words, 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 AMERICAN LUTHERIE MAILING DATES

AL #151 (Spring 2024) — March 22, 2024

AL #152 (Summer 2024) — July 12, 2024

AL #153 (Fall/Winter 2024) — November 15, 2024

These 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, so these issues can take 4–5 weeks to arrive or longer. We also are offering digital access to members in 2024, so all members will be able to access their issues immediately online when released.

A special note to advertisers outside the US or Canada...

Starting this year, overseas members will have the option of digital-only delivery of their issues of *American Lutherie*. Since this is a new option, we don't have a good idea of how many overseas members will choose it. Advertisers should be aware that not all of our overseas members will receive a print copy of *American Lutherie* in 2024. All USA and Canadian members will continue to receive a print version of the journal.

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

Guild of American Luthiers

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