

American Lutherie Advertising 2025

**THIS IS OUR LAST YEAR OF PRINTING AMERICAN LUTHERIE.
Don't miss this opportunity to advertise in our final historic print year.**

American Lutherie is the highly acclaimed print journal of the Guild of American Luthiers that is sent to members three times per year and reaches around 3,000 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 printed in full color in an 8 1/2"×11" format. The Spring and Summer issues will be 76-pages, the Fall/Winter issue will be around 100 pages. 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. This year will be your last opportunity to purchase print advertising in *American Lutherie*.

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 2025 GAL membership dues must be paid in advance to receive the member rate for ads in our 2025 issues.
- The 10% discount for prepayment is built into the standard rates this year, since all ads MUST be prepaid.
- We offer a 5% discount if you pay for a year's worth of ads (three issues) in advance of the first insertion (by Feb. 28).

MEMBER AD RATES PER ISSUE FOR 2025

1/8 page: \$125 prepaid per insertion or \$356 prepaid for three issues (5% discount)

1/4 page: \$250 prepaid per insertion or \$713 prepaid for three issues (5% discount)

NONMEMBER RATES ARE DOUBLE MEMBER RATES...

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

PAYMENT — NEW FOR 2025

- Prepayment will be required for all ads running in 2025. When you reserve space, we will send you an invoice via PayPal.
- We strongly encourage you to prepay for the entire year and receive an additional 5% discount.
- Prepayment should be made within one week after the insertion deadline to guarantee inclusion.
- Credit card, checks, and PayPal are accepted as payment.

AMERICAN LUTHERIE ADVERTISING INSERTION REQUIREMENTS

INSERTION DEADLINES

AL #154 (Spring 2025) — February 7, 2025

AL #155 (Summer 2025) — May 30, 2025

AL #156 (Fall/Winter 2025) — October 10, 2025

DEADLINES FOR ART

We need to receive your art within three weeks of the insertion deadline (at left), 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). We don't guarantee to insert ads in an issue prior to payment.

Since this is our last year of publication, we'll confirm with you in advance the issues your ads will run.

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 times; otherwise there will be a charge of \$50. 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 #154 (Spring 2025) — April 18, 2025

AL #155 (Summer 2025) — Aug 8, 2025

AL #156 (Fall/Winter 2025) — December 19, 2025

These are estimates only of the date each issue will be mailed from our printer in Missouri. Issues will take at least a week or two to reach the majority of the members after they are mailed. Outlying areas will take longer. Outside the USA, issues can take 4–5 weeks or longer to arrive. Members also have access to digital versions of the 2025 issues of *American Lutherie* once they are posted, usually two weeks after mailing.

A special note to advertisers outside the US or Canada:

For the second year, overseas members will have the option of digital-only delivery of their issues of *American Lutherie*. We found that in 2024, most overseas members still chose the print version of *AL*, but advertisers should be aware that not all of our overseas members will receive a print copy of *American Lutherie* in 2025. 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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