

BASIC INFORMATION

The *ITEA Journal* is distributed to all members of ITEA in 32 countries around the world. In addition to its members, the journal is also mailed to subscribing libraries and leading music industry partners. Each issue is approximately 80 pages in length, offset printed on 70-pound #3 gloss white paper with a trim size of 8.5 x 11 inches and perfect bound; outside cover page is 100-pound #3 gloss white cover stock.

TERMS

- All advertisers will receive a complimentary journal for the length of their advertisement contract.
- Pre-paying** for a full year will receive a 15% discount.
Reserving space for a full year will receive a 10% discount.
- All advertisers will be invoiced upon submission of a signed contract.
- Payment can be made by US check (made payable to ITEA), money order, MasterCard or Visa.
- All bills must be paid within thirty (30) days of receipt of invoice.

DISPLAY ADVERTISEMENT DEADLINES

Issue	Contracts & artwork due	Ad copy to publisher	Journal mail date (estimated)
Fall	September 1	September 15	November 1
Winter	December 1	December 15	February 1
Spring	March 1	March 15	May 1
Summer	June 1	June 15	August 1

PREMIUM ADVERTISEMENT RATES (US Dollars)

Ad location	Single Issue	Full Year (Reserved)	Full Year (Pre-paid)
Premium Ad Spots	Not available	10% discount (4 issues/year) Issues invoiced separately	15% discount (4 issues/year) Payment due in advance
Outside Back Cover	Not available	\$719 per issue X 4 (\$2,876)	\$2,720 (savings of \$480)
Inside Front Cover	Not available	\$612 per issue X 4 (\$2,448)	\$2,312 (savings of \$408)
Inside Back Cover	Not available	\$612 per issue X 4 (\$2,448)	\$2,312 (savings of \$408)
Page 1	Not available	\$612 per issue X 4 (\$2,448)	\$2,312 (savings of \$408)

Premium Ad Spot specifications

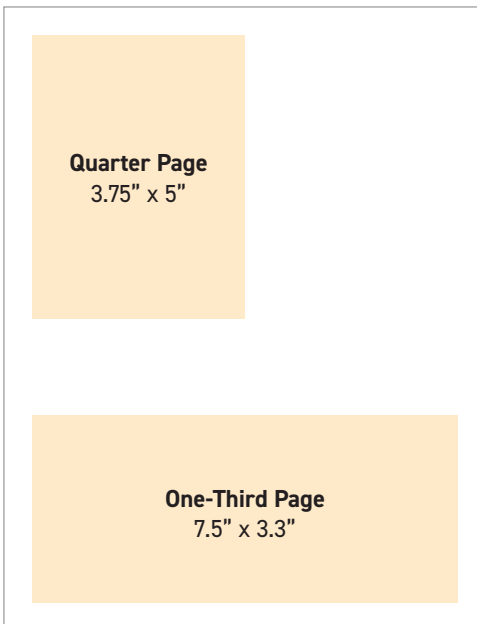
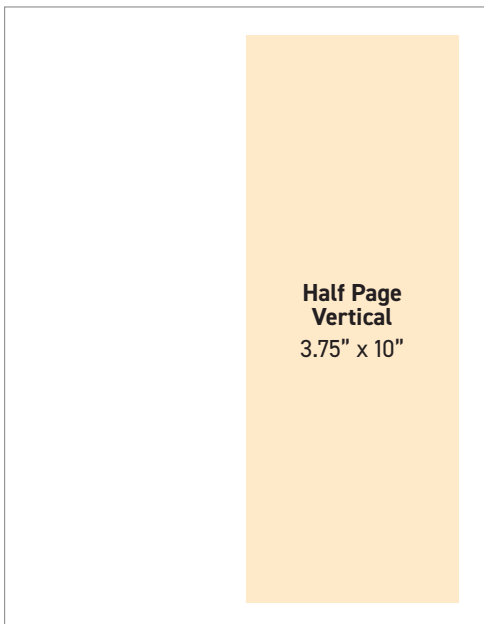
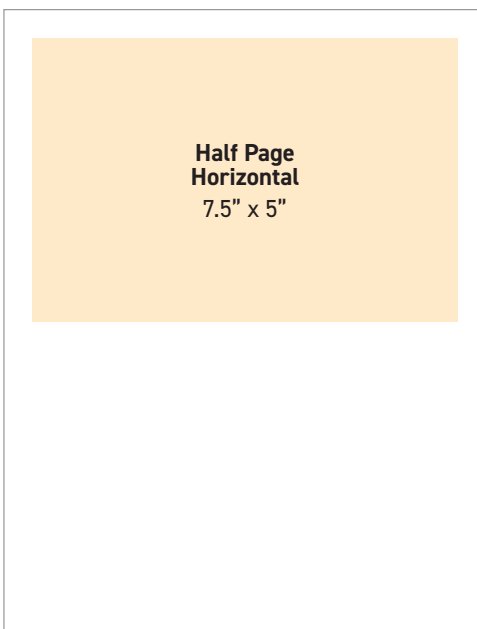
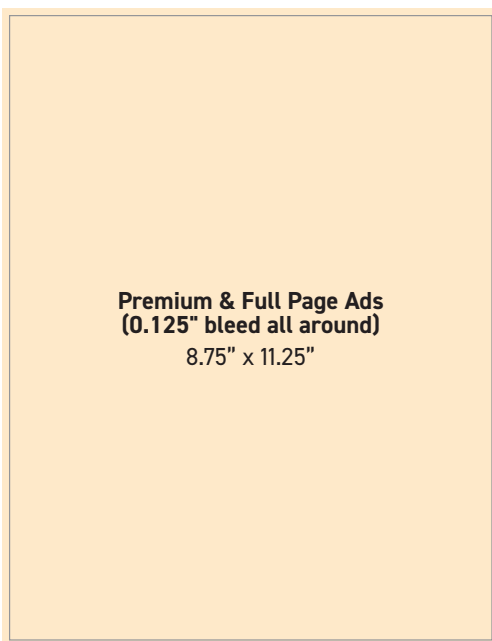
- No partial year reservations.
- Ad space is only available if one of the current advertisers chooses not to renew their contract.
- If space becomes available, all potential advertisers will be notified via email. Space will be sold on a first come, first served basis.

INTERNAL AD LOCATION RATES (US Dollars)

Ad size	Single Issue	Full Year (Reserved)	Full Year (Pre-paid)
Internal Ad Spots	No discounts available	10% discount (4 issues/year) Issues invoiced separately	15% discount (4 issues/year) Payment due in advance
Full Page	\$485	\$436.50 per issue X 4 (\$1,746)	\$1,649 (savings of \$291)
Half Page (horizontal or vertical)	\$285	\$256.50 per issue X 4 (\$1,026)	\$969 (savings of \$171)
One-Third Page (horizontal only)	\$215	\$193.50 per issue X 4 (\$774)	\$731 (savings of \$129)
Quarter Page	\$170	\$153.00 per issue X 4 (\$612)	\$578 (savings of \$102)

ADVERTISEMENT SIZE SPECIFICATION

Ad size	Width x Height	Bleed	Overall ad size
Premium (w/bleed)	8.5" x 11"	0.125" all around	8.75" x 11.25"
Full Page (w/bleed)	8.5" x 11"	0.125" all around	8.75" x 11.25"
Half Page - Horizontal	7.5" x 5"	N/A	7.5" x 5"
Half Page - Vertical	3.75" x 10"	N/A	3.75" x 10"
One-Third Page - Horizontal	7.5" x 3.3"	N/A	7.5" x 3.3"
Quarter Page	3.75" x 5"	N/A	3.75" x 5"



ADVERTISEMENT ARTWORK REQUIREMENTS

EXPORT CHECKLIST

- Acceptable artwork formats:**
PDF (preferred)
JPG
- At least 300 dpi**
- Acceptable color formats:**
CMYK
Grayscale
- NO RGB, Spot Colors or Pantone Colors**
- On Premium and Full Page Ads, export with bleed but **remove trim/crop marks****

Ad artwork that do not adhere to the size specification chart will be charged at the next higher rate or a resizing fee.

Ad artwork will be accepted **ONLY** via e-mail.

advertising@iteaonline.org