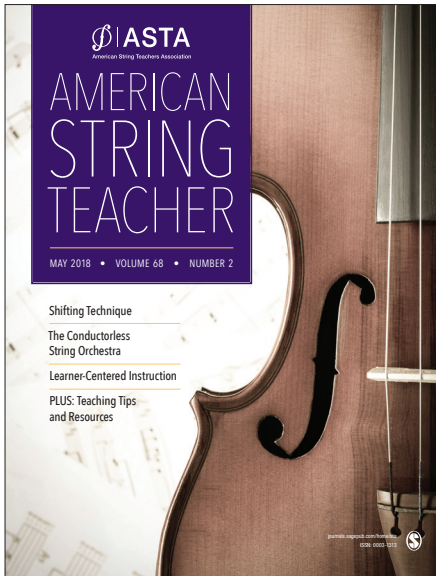


# Advertising Rates And Specifications - 2019



**Readership profile:** The readership of this journal consists of ASTA members who influence various buying decisions: studio teachers advise student purchases of instruments and music; school teachers influence student buying, ensemble travel, and instruments and music purchased by their districts; collegiate faculty make purchasing decisions on music education and repertoire; and string and orchestra teachers make recommendations concerning colleges or summer music programs, recordings, accessories, competitions, musical gifts, electronics and software, and books.

**Editor:** Susan Simolunas

The *American String Teacher (AST)* is the official quarterly journal of the American String Teachers Association (ASTA). It is the only magazine to serve teachers of all stringed instruments across the United States and in some 25 countries worldwide. ASTA members are teachers of violin, viola, cello, bass, guitar, harp, chamber music, and orchestra. They teach in private studios, elementary and secondary schools, colleges and universities, and preparatory departments. Many are professional performers, conductors, and composers/arrangers. **AST** readers are highly educated and informed musicians who retain their journal copies for future reference.

Founded in 1946, the American String Teachers Association (ASTA) exists to support string and orchestra teachers and players. ASTA provides resources to members including professional development; career building and support teaching resources; a network of peers, mentors, and advocates; local and national events; and access to a vibrant and sharing strings community.

## Journal Information

### Print

Circulation: 7,000

Frequency: Quarterly

### Online

[journals.sagepub.com/home/sta](http://journals.sagepub.com/home/sta)

## Advertising Rates & Information

### Closing dates for print advertising

Issue	Space reservations	Materials Closing	Inserts due
February	29-Nov-18	6-Dec-18	17-Dec-18
May	5-Mar-19	12-Mar-19	21-Mar-19
August	10-Jun-19	17-Jun-19	26-Jun-19
November	11-Sep-19	18-Sep-19	27-Sep-19

### Cover and preferred position rates (non-cancelable)

Inside front cover -----	B&W rate + 35%
Inside back cover -----	B&W rate + 25%
Back cover -----	B&W rate + 50%
Facing table of contents-----	B&W rate + 30%
Facing first text page -----	B&W rate + 25%
Other specified positions-----	B&W rate + 15%

### Print advertising rates

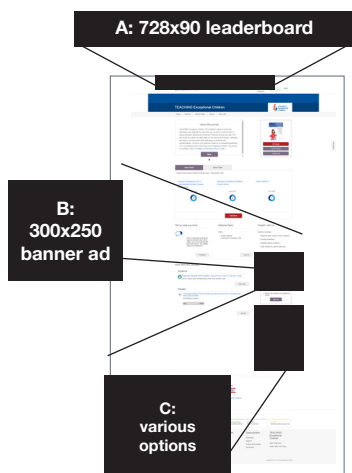
Non-member rates		Member rates	
Size	B/W Price	Size	B/W Price
1 page	\$1,545	1 page	\$1,295
½ page	\$960	½ page	\$805
¼ page	\$605	¼ page	\$510
Color Charge	\$795	Color Charge	\$795

**Payment terms:** Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

## Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- Custom publications
- Sponsored free access

## Online Advertising



Digital advertising solutions on ASTA  
SAGE Journal site (<http://journals.sagepub.com/home/sta>)

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper**  
Lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations
- **String Research Journal:** ASTA's other official publication on the SAGE Journal site

## Policy and Guidelines

Trim size: 8.5 x 11

Binding: perfect bind

All advertising is subject to approval.

Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from trim.

	Non-bleed	Bleed
Full page:	8 x 10.5	8.75 x 11.25
½ page vertical:	3.75 x 10.5	
½ page horizontal:	8 x 5	
¼ page vertical:	3.75 x 5	

### Requirements for electronic delivery

#### General instructions

A high resolution press-ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

#### Image size/crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

### Proof instructions

#### Color ads

An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

#### B&W ads

A hard-copy proof the same size as the digital art must be supplied with the final digital file.

### File submission instructions

Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

### Inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the head, foot, gutter, and face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

### Digital advertising disclaimer

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to posting. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

## Contact Details

### Display and classified advertising

Mac McKay  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 490-7420  
Fax: (805) 375-5282  
E-mail: [mac.mckay@sagepub.com](mailto:mac.mckay@sagepub.com)

### Artwork delivery

Wendy Worman  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7635  
Fax: (805) 375-5282  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### Pre-printed inserts

List journal name, issue #, quantity on boxes/skid, and ship to:  
Mary Heiliger  
CSR, Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

### Reprint and supplement sales

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)