



## 2024 Advertising Information

### *Journal of American Viola Society*

The *Journal of the American Viola Society* is an important resource for the worldwide community of professional and amateur violists, students, makers, publishers and string enthusiasts. The *JAVS* has a growing audience of over 1,000 and is published three times a year for a receptive and influential readership.

#### DEADLINES

##### DEADLINES FOR SPACE RESERVATIONS & ARTWORK

December 1 for space reservation, December 15 for artwork

May 1 for space reservation, May 15 for artwork

August 1 for space reservation, August 15 for artwork

##### PUBLICATION DATES check desired issue(s)

March

August **Online Only Issue**

November

#### RATES AND SIZES check desired size, unless noted otherwise

SIZE	SIZE (W X H)	3 Consecutive Issues	2 Consecutive Issues	1 Issue
<input type="checkbox"/> Back Cover	Up to 8.5" x 11"	\$1350	\$1150	\$650
<input type="checkbox"/> Inside Front Cover	Up to 8.5" x 11"	\$1200	\$1050	\$600
<input type="checkbox"/> Inside Back Cover	Up to 8.5" x 11"	\$1200	\$1050	\$600
<input type="checkbox"/> Full Page	7" x 9.75"	\$950	\$850	\$475
<input type="checkbox"/> Half Page Vertical	3.5" x 9.75"	\$700	\$600	\$350
<input type="checkbox"/> Half Page Horizontal	7" x 4.75"	\$700	\$600	\$350
<input type="checkbox"/> Quarter Page	3.5" x 4.75"	\$500	\$400	\$250

#### AD SPECS

- Ads are not commissionable.
- First-time advertisers must pay in full in advance.
- Advertisers booking three **consecutive** ads will be billed for half of the total amount due the first time the ad appears, and the remainder the second time the ad appears. The third time the ad appears, it will run prepaid.
- Advertisers booking two consecutive ads will be billed for half of the total amount due the first time the ad appears, and the remainder the second time the ad appears.
- **All ads must be submitted in digital format, in color or black & white.** Ads must be sized correctly (at 100% for the space they will display) and be saved as print-version PDF files (preferred) or high-resolution TIF or JPG files.
- Advertisers booking consecutive ads are welcome to change their ads between issues, as long as the size remains the same.
- Advertisers will receive a copy of the journal in which their ad appears.

*Please direct all advertising copy and inquiries to:*

**AMERICAN VIOLA SOCIETY**

14070 Proton Rd. Suite 100, LB 9

Dallas, TX 75244 USA

972/233-9107 ext. 204

[info@americanviolasociety.org](mailto:info@americanviolasociety.org)

This will be a new ad.       Please repeat from Volume \_\_\_\_\_, Number \_\_\_\_\_.

ADVERTISER NAME \_\_\_\_\_

*(Please list advertiser name as you would like to appear in the **Index of Advertisers.**)*

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip or Postal Code/Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_