



## 2012 Advertising Information

The **International Society of Bassists** publishes *Bass World: The Journal of the International Society of Bassists* three times a year. It is a valuable source of information for nearly 3,000 ISB members in forty countries - performers, teachers, students, makers and enthusiasts - who read it cover to cover. Your advertisement will target a receptive and influential audience at a reasonable cost.

**ALL ADS MUST BE SUBMITTED IN DIGITAL FORMAT, either on disk or via email.** If sending by email, ads and/or photos should be saved as print-version PDF files (preferred) or saved as high-resolution TIF or JPG files.

### DEADLINES:

<i>ISSUE SPACE</i>	<i>RESERVATION</i>	<i>CAMERA-READY ART DUE</i>	<i>PUBLICATION DATE</i>
Winter	December 1	December 15	February
Summer	April 1	April 15	June
Fall	August 1	August 15	October

### BILLING INFORMATION:

- First-time advertisers must pay in full in advance.
- Rates are non-commissionable.
- 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 as "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.

### NEW! FULL COLOR ADS DIMENSIONS & PRICES:

<i>SIZE (W x H)</i>	<i>FOR 3 ISSUES</i>	<i>FOR 2 ISSUES</i>	<i>FOR 1 ISSUE</i>
Back Cover (7.5"x10")	\$1650	\$1250	\$825
Inside Cover (7.5"x10")	\$1500	\$1100	\$750
Full Page (7.5"x10")	\$1350	\$900	\$675
2/3 Page (7.5"x6.7" or 5"x10")	\$1200	\$825	\$600
1/2 Page (3.5"x10", 7.5"x5" or 5"x7.5")	\$1100	\$750	\$550
1/3Page (5"x5", 7.5"x3.3" or 2.5"x10")	\$1000	\$675	\$500
1/4 Page (3.5"x5")	\$900	\$575	\$450
1/6 Page (2.5"x5" or 5"x2.5")	\$850	\$550	\$425

### OR CHOOSE A BLACK & WHITE AD, DIMENSIONS & PRICES:

Inside Cover (7.5"x10")	\$1100	\$825	\$550
Full Page (7.5"x10")	\$950	\$700	\$475
2/3 Page (7.5"x6.7" or 5"x10")	\$800	\$625	\$400
1/2 Page (3.5"x10", 7.5"x5" or 5"x7.5")	\$700	\$550	\$350
1/3Page (5"x5", 7.5"x3.3" or 2.5"x10")	\$600	\$475	\$300
1/4 Page (3.5"x5")	\$500	\$375	\$250
1/6 Page (2.5"x5" or 5"x2.5")	\$450	\$350	\$225
<b>NEW!</b> Business Card 1/8 Page (2" x 3.5")	\$430	\$340	\$215
1/12 Page (2.5"x2.5")	\$400	\$325	\$200

### ADDITIONAL INFORMATION:

- Please specify ad size and issue(s) in which ad should appear when placing your ad.
- Copy changes will be accepted prior to camera-ready copy deadlines for each issue. The advertiser will be billed for any additional charges incurred by the ISB.
- Advertisers will receive a complimentary copy of all issues in which their ads appear.

*Please direct all advertising copy and inquiries to:*

INTERNATIONAL SOCIETY OF BASSISTS

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Dallas, TX 75244 USA

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