

## ADVERTISING RATES AND INFORMATION

### 1. FULL COLOR (DISPLAY ADS)

Full page back outside cover .....	\$1100
Full page .....	\$925
Three-quarter page .....	\$750
Half page.....	\$500
One-quarter page .....	\$275

### 2. BLACK AND WHITE

Two-page spread .....	\$800
Full page inside cover .....	\$600
Full page .....	\$390
Three-quarter page .....	\$330
Half page.....	\$220
One-quarter page .....	\$115
Column inch .....	\$55

### 3. TWO COLOR

Black plus red ..... +15%

### 4. BLEEDS

Full page or spread only ..... +15%

### 5. ADDITIONAL FEES

Makeup work charged at \$35.00 hourly.

### 6. CLASSIFIED ADS

Classified advertising up to twenty-five words is available free of charge for members of the International Horn Society. Additional words will be charged at the rate of \$0.25 per word. Classified advertising is available to non-members at the rate of \$0.25 per word. All classified advertisements must be prepaid.

### 7. DISCOUNTS

10% discount begins with second of consecutive insertions, provided previous invoices have been paid in full within 60 days of invoice.

2% discount for payment within 45 days of invoice.

### 8. LATE PAYMENT CHARGE

1.5% will be added to the balance due for each month unpaid beyond 60 days after invoice date. See also paragraph 14.A.

### 9. INVOICING SCHEDULE

Display advertisers will be billed following publication and will receive one copy of the journal. Tear sheets accompany invoices.

### 10. AD DEADLINES & CIRCULATION DATES

Order & Material Deadline	Circulation Date
August 1 .....	October
December 1 .....	February
March 1 .....	May

### 11. MECHANICAL REQUIREMENTS

Size	Width	Height	Width	Height
	Inches		Centimeters	
Full page w/bleed	8.625	11.25	21.907	28.575
Full page	7.5	9.75	19.5	24.765
3/4 page	7.5	7.25	19.5	18.415
1/2 page H	7.5	4.75	19.5	12.65
1/2 page V	3.625	9.75	9.207	24.765
1/4 page	3.625	4.75	9.207	12.65
Column Inch	3.625	1.00	9.207	2.54

**Trim page size:** 8.50" x 11.00"  
(21.6 cm x 27.9 cm)

**Line Screens:** minimum 133 lpi  
maximum 150 lpi

### Two columns to the page:

Column Width: 3.625" (9.207 cm)  
Column Depth: 9.75" (24.8 cm)

### 12. MATERIALS TO SUBMIT

A. **Disk/CD:** The IHS requests ads to be submitted on disk/cd only. We do not accept ads via e-mail. Please include necessary fonts for your ad on the disk/cd. For black and white ads only: please do not use embedded or linked colors. In addition, please include the screen fonts for the ad.

B. **Laser Proof:** Please include printed copy of the ad for use in proofreading.

### 13. STANDING ORDER ADS

Standing order advertisements will be inserted automatically unless written cancellation or new artwork is received by the submission deadline. Standing order customers receive reminders before each submission deadline. Re-submission of artwork is not necessary for standing order or pickup ads.

### 14. CONTRACT REGULATIONS

To reserve a space the following is required:

A. For standing order advertisers, account paid in full within 90 days of last invoice date. Otherwise, prepayment for current insertion as well as payment of account balance is required by ad order deadline.

B. One of the following:

1. Signed insertion order from advertiser or advertiser's agency
2. Signed *Horn Call* reservation form
3. Signed letter indicating ad size, type, and publication dates

A charge will be made for expenses incurred if ad is canceled later than 14 days after ad submission deadline.

Written instructions must be complete and concise. All verbal requests for changes in ad copy and insertion or deletion of ads must be confirmed by written instructions to the Advertising Agent. We assume no responsibility for undocumented requests.

In the event of errors in display advertising, the liability of the International Horn Society shall be limited to the cost of the ad. In no event will the IHS or *The Horn Call* be held liable for lost revenues due to advertising errors.

Management reserves the right to reject any advertisement that does not conform to policy.

### 15. IHS Logo

The IHS logo is a registered trademark. Its use is restricted to official IHS business.

### 16. CIRCULATION INFORMATION

Paid circulation: over 3500 worldwide

Character of medium: informational and educational. For horn students, amateurs, semi-professionals, professionals, teachers, horn manufacturers, dealers, publishers, colleges, universities, schools of music, libraries.

### 17. INSTRUMENT NAME

The International Horn Society recommends that **HORN** be recognized as the correct name for our instrument in the English language.

## 18. THE HORN SOCIETY

The purpose of the International Horn Society is "to establish contact among horn players of the world for exchange and publication of ideas and research in all fields pertaining to the horn."

## 19. IHS IDENTIFICATION

The International Horn Society is a U.S. federally recognized 501(c)(3) tax-exempt organization.

The IHS U.S. federal Identification number is: 93-0773613.

## 20. PAYMENT OPTIONS

There are three choices for payment of advertising accounts:

- A. Check from a U.S. bank payable in U.S. dollars to "International Horn Society"
- B. Visa or MasterCard
- C. PayPal (for non-USA advertisers only)

## 21. CONTACT INFORMATION

Advertising Agent for The International Horn Society:

Paul Austin  
IHS Advertising Agent  
P.O. Box 6371  
Grand Rapids, MI 49516-6371 USA

Tel: 616-475-5919  
Fax: 616-241-1215  
E-mail: [HornCallAd@aol.com](mailto:HornCallAd@aol.com)  
Web Site: [www.hornsociety.org](http://www.hornsociety.org)

Shipping Address (for carriers who will not deliver to post office boxes):

Paul Austin  
736 Ethel SE  
Grand Rapids, MI 49506 USA

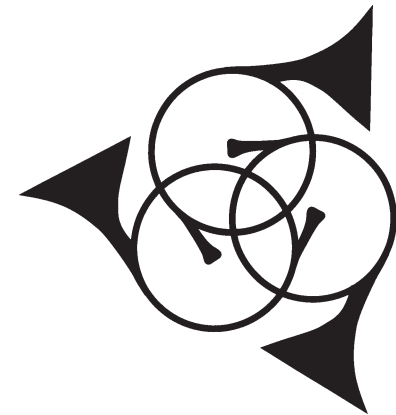
Advertising information can also be located on the IHS web site: [www.hornsociety.org](http://www.hornsociety.org). Click on The Horn Call link and then on the Advertising link to access the information in this brochure electronically.

The IHS journal, *The Horn Call*, invites you to join our distinguished advertisers, some of whom include the following:

AAIIRR Power Acousticoils  
Gebr. Alexander Mainz  
Atkinson Brass & Company  
Baltimore Brass Co.  
Beck Brass Works  
BERP  
Birdalone Music  
Chop-Sticks TM  
Clebsch Industries  
Conn-Selmer Inc.  
Crystal Records, Inc.  
DEG Music  
Dürk Horns  
Editions BIM  
Emerson Horn Editions  
ErgoBrass  
faustmusic.com  
Ferree's Tools  
Finke Horns  
hornsAplenty.com  
Hans Hoyer  
M. Jiracek & Sons  
Jupiter Band Instruments, Inc.  
Ricco Kühn  
Last Resort Music Publishing  
Lawrence University  
Lawson Brass Instruments, Inc.  
S. W. Lewis Orchestral Horns  
l'Olifant  
Mamco Musical Accessory  
McCoy's Horn Library  
Dieter Otto Metallblasinstrumentenbau  
Paxman Musical Instruments  
Quadre  
Rocky Mountain Alphorns  
Engelbert Schmid GmbH  
Select-a-Press  
Richard Seraphinoff  
Solid Brass Music Company  
Stork Custom Mouthpieces  
TAP Music Sales  
TransAtlantic Horn Quartet  
TrumCor  
US Army  
Chuck Ward Brass Instrument Repair  
Wichita Band Instrument Co., Inc.  
Wind Music, Inc.  
WindSong Press  
The Woodwind & The Brasswind  
Yamaha Corporation of America

## Advertising Information

# The Horn Call



Journal of the

**International Horn Society**

**Internationalen Horngesellschaft**

**国際圓号協会**

**국제호른협회**

**国際ホルン協会**

**Sociedad Internacional de Trompas**

**Société Internationale des Cornistes**

**Effective January 1, 2006**

**Revised 08/2005**