

## BLACK AND WHITE AD SIZES AND RATES

UNIT	WIDTH(S) AND DEPTH(S)		12X	6X	1X
Full PAGE	7 1/2"x10"		\$681	\$760	\$861
2/3 PAGE	7 1/2"x6 1/2"	4 7/8"x10"	\$540	\$623	\$704
1/2 PAGE	7 1/2"x5"	4 7/8"x7 1/2"	\$396	\$456	\$511
1/3 PAGE	7 1/2"x3 1/4"	4 7/8"x4 7/8"	\$278	\$308	\$360
1/4 PAGE	7 1/2"x2 3/8"	4 7/8"x3 1/2"	\$236	\$257	\$296
1/6 PAGE		4 7/8"x2 1/4"	\$158	\$171	\$215
1/8 PAGE		4 7/8"x1 7/8"	\$141	\$155	\$183
2-INCH		4 7/8"x1"	\$68	\$82	\$106
1-INCH		2 3/8"x1"	\$39	\$48	\$55

## FULL COLOR AD SIZES AND RATES

UNIT	WIDTH(S) AND DEPTH(S)		12X	6X	1X
Full PAGE	7 1/2"x10"		\$1133	\$1305	\$1448
2/3 PAGE	7 1/2"x6 1/2"	4 7/8"x10"	\$910	\$1050	\$1185
1/2 PAGE	7 1/2"x5"	4 7/8"x7 1/2"	\$668	\$769	\$859
1/3 PAGE	7 1/2"x3 1/4"	4 7/8"x4 7/8"	\$466	\$516	\$607
1/4 PAGE	7 1/2"x2 3/8"	4 7/8"x3 1/2"	\$397	\$431	\$499
1/6 PAGE		4 7/8"x2 1/4"	\$254	\$278	\$330
1/8 PAGE		4 7/8"x1 7/8"	\$222	\$240	\$282
2-INCH					
1-INCH					

### Extra cost will be added for the following:

- Guaranteed position within the *Journal* is 10% above cost of ad.
- Full page bleeds run \$60 per issue.
- Advertising materials requiring any modification will be billed at \$50 per hour with two hour minimum.

### Two Page Centerfold position

Black and White	12X	6X	1X
	\$1903	\$2087	\$2374
Full-Color	12X	6X	1X
	\$3236	\$3544	\$4019

Please ship materials to:  
**The Piano Technicians Guild**  
 4444 Forest Avenue  
 Kansas City, KS 66106-3750  
 913-432-9975

ADVERTISING RATES QUOTED ARE SUBJECT TO CHANGE



These diagrams represent approximate page layout and are not designed in absolute proportion to the actual sizes of the ads in the Journal. Consult "Ad Sizes" on the previous page for exact widths and depths.

### MECHANICAL REQUIREMENTS

A .pdf with a hard copy printout of ad is preferred. Ads may be submitted on CD or by e-mail but must be confirmed with ad coordinator. Other formats may be accepted; call for details.

- Trim Size - 8 1/2" x 11"
  - Bleed page-Allow 3/16 on all sides
  - Margins 1/2"
  - 1-Column Width 2 3/8"
  - 2-Column Width 4 7/8"
  - Binding - Saddle Stitch
  - Screen 133-line
  - Film Negative-Right Reading-Emulsion Down
- There is an extra charge for photo setup. Advertisers will be charged for production work (non-commissionable). Advertisements may be resized to fit formats listed here. All plates and cuts disposed of 12 months after publication unless otherwise instructed.

## Editorial Profile

With an international distribution of approximately 4,500 full color copies, the Piano Technicians Journal is the only publication devoted to the technical and economic interests of the piano technicians. The Journal offers an excellent way to keep your information in front of piano service professional. Because its content is almost entirely technical in nature, copies are indexed and retained for future reference by readers.

The Piano Technicians Journal was established in 1958 and is the successor to The Tuners Journal and The Piano Technician. There are 12-monthly issues of the Journal each year. Other advertising opportunities include the "Guide to Resources in Piano Technology and Membership Directory" a source book for piano industry professionals listing contact names and mailing information for a wide variety of products, services and piano technicians. There also are opportunities to advertise in the convention program, on special projects such as CD-ROMs, catalogs and at PTG events. Advertising information for these projects is available upon request from the Piano Technicians Guild Marketing Manager(Phone 913-432-9975).

## Circulation

Members of the Piano Technicians Guild receive the Journal as part of their membership benefits. Subscriptions also are available to non-members. Call the PTG office for current rates.. Individual copies of the current issue may be purchased for \$10, copies up to two years old are \$5 and older back copies, if available are \$2. Copies of specific articles may be requested for \$1 per page if the Journal issue is not available. Past issues are also reproduced in a CD-ROM format on a three year basis.

## Closing Dates

The Journal is published monthly. The closing date for space reservations is the 15<sup>th</sup> of the month, six weeks prior to publication. Example: September 15<sup>th</sup> for the November issue. Advertising materials are due on or before the deadline date. A .pdf with a hard copy printout of ad is preferred. Ads may be submitted on CD or by e-mail but must be confirmed with the marketing Manager. Other formats may be accepted; call for details. Closing dates are firm.

## Cancellations

Contracts may be cancelled on 45 days written notice by the Advertiser. Insertions may not be cancelled after deadline date. Advertisers receiving the 12-time or 6-time rate, who wish to cancel within the contract year before fulfilling the terms of the contract, will be billed for the additional difference between the contracted rate amount and the actual number of printed insertions.

## Advertising Payment

Bills are rendered date of publication (see "General Policy"). **A delinquent charge of 1.5 percent per month will be added to accounts not paid within 30 days of invoice date.** The Publisher reserves the right to hold the Advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the Publisher. Advertisers and their agencies assume liability for all content of advertisements printed and for claims arising therefrom made against the Publisher.

## General Policy

Payment for *Journal* advertising is due on receipt of invoice. Advertisers whose accounts are more than two billing cycles (60 days) or \$500 delinquent may, at the discretion of the Publisher, be refused subsequent advertising. Advance payment will be required of all first time advertisers or those with a history of delinquent payments. All advertising copy is subject to editorial approval. Publisher reserves the right to reject any advertising that is objectionable in wording or appearance and may require a disclaimer in the ad. The Advertiser agrees to indemnify the Piano Technicians Guild, Inc. and *The Piano Technicians Journal* against any loss, damages or expenses resulting from libelous statements or unauthorized use of any artwork, name or words protected by registered marks, copyrights or labels in advertising materials. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The Publisher's liability for any error will not exceed the charge for the advertisement in question.

**Unless all mechanical requirements for camera-ready ad are met, charges for additional composition work may be added at the rate of \$50 per hour with a \$100 minimum.**

All questions specific to deadlines, layout and other technical requirements will be administered by the PTG Marketing Manager. Specific financial inquiries concerning account balances, credit and payments should be directed to the PTG Finance Manager.

## Classified Ad Rate

*Journal* classified advertising is available for 49 cents per word, with a minimum price per ad of \$23. Full payment must accompany each insertion request.

Closing dates for classified ads correlate with those for display advertising.

To Advertise in the Journal contact:

Marketing Manager

Piano Technicians Guild

4444 Forest Ave.

Kansas City, KS 66106-3750

Phone: 913-432-9975 • Fax: 913-432-9986

E-Mail: [ptg@ptg.org](mailto:ptg@ptg.org)

Download Rate Card Information:

<http://www.ptg.org/journal-advertise.php>

## Reservation/Material Closing Dates

Issue	Closing Date
January issue	November 15
February issue	December 15
March issue	January 15
April issue	February 15
May issue	March 15
June issue	April 15
July issue	May 15
August issue	June 15
September issue	July 15
October issue	August 15
November issue	September 15
December issue	October 15

## Highlighted Changes for 2009

In order to improve customer service, the following policies have been adopted:

- Ads may now be submitted in a digital format on CD or by e-mail but must be confirmed with the Marketing Manager.
- A signed contract or insertion order must be on file at the PTG office before an ad can run.
- Please be sure your ads meet the specifications. Due to the complexity of preparing nonconforming ads for publication, any ad modifications done by PTG staff will be billed at \$50 per hour with a \$100 minimum charge.
- Please be sure to check your billing statements for accuracy and make payments promptly. Accounts more than 30 days old will be subject to a 1 1/2 percent interest charge.