

BLACK AND WHITE AD SIZES AND RATES

UNIT WIDTH(S) AND DEPTH(S)				12X	6X	1X
Full PAGE	7 1/2"x10"			\$701	\$782	\$886
2/3 PAGE	7 1/2"x 6 1/2"	4 7/8"x10"		\$556	\$641	\$725
1/2 PAGE	7 1/2"x5"	4 7/8"x7 1/2"		\$407	\$469	\$526
1/3 PAGE	7 1/2"x3 1/4"	4 7/8"x4 7/8"	2 3/8"x10"	\$286	\$317	\$370
1/4 PAGE	7 1/2"x2 3/8"	4 7/8"x3 1/2"	2 3/8"x7 1/2"	\$243	\$264	\$304
1/6 PAGE		4 7/8"x2 1/4"	2 3/8"x4 7/8"	\$162	\$176	\$221
1/8 PAGE		4 7/8"x1 7/8"	2 3/8"x3 1/2"	\$145	\$159	\$188
2-INCH		4 7/8"x1"	2 3/8"x2"	\$70	\$84	\$109
1-INCH			2 3/8"x1"	\$40	\$49	\$56

FULL COLOR AD SIZES AND RATES

UNIT	WIDTH(S) AND DEPTH(S)		12X	6X	1X
Full PAGE	7 1/2"x10"		\$1166	\$1344	\$1492
2/3 PAGE	7 1/2"x6 1/2"	4 7/8"x10"	\$937	\$1081	\$1220
1/2 PAGE	7 1/2"x5"	4 7/8"x7 1/2"	\$688	\$792	\$884
1/3 PAGE	7 1/2"x3 1/4"	4 7/8"x4 7/8"	\$479	\$531	\$625
1/4 PAGE	7 1/2"x2 3/8"	4 7/8"x3 1/2"	\$408	\$443	\$527
1/6 PAGE		4 7/8"x2 1/4"	\$261	\$286	\$339
1/8 PAGE		4 7/8"x1 7/8"	\$228	\$247	\$290
2-INCH					
1-INCH					

Extra cost will be added for the following:

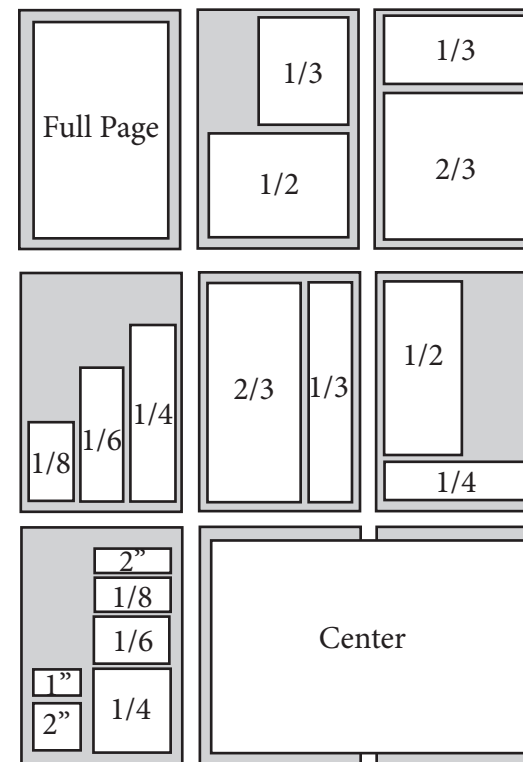
- Guaranteed position within the Journal is 10% above cost of ad.
- Full page bleeds run \$60 per issue.
- Advertising materials requiring any modification will be billed at \$50 per hour with a \$100 minimum.

Two Page Centerfold/Inserts/Covers

Black and White	12X	6X	1X
	Call	For	Details
Full-Color	12X	6X	1X
	Call	For	Details

Mailing address
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 is preferred. Ads may be submitted 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

Advertisers will be billed for any production work (non-commissionable). Advertisements may be resized to fit formats listed here. Ads will be kept on file for a year after print.

Editorial Profile

With an international distribution of approximately 4,000 full color copies, the Piano Technicians Journal is the only publication devoted to the technical and economic interests of piano technicians. The Journal offers an excellent way to keep your information in front of piano service professionals. 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. There are also opportunities to advertise in the convention program, on special projects such as 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 member benefits. Subscriptions 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 reproduced in various formats.

Closing Dates

The Journal is published monthly. The closing date for space reservations is the 15th of the month, six weeks prior to publication. Example: September 15th for the November issue. A .pdf is preferred. Ads may be submitted by e-mail but must be confirmed with ad coordinator. 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 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 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 \$30. 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

Reservation/Material Closing Dates

<u>Issue</u>	<u>Closing Date</u>
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

Online Classified Ads

Need to fill a piano technician position quickly?
Looking to sell a product and can't wait for the
next Journal to be published and mailed?

PTG Online Only Classifieds are a great way to get
the word out quickly and efficiently.

We'll work with you to tailor a custom plan to
best meet your needs. Best part? Contact us this
morning and we can usually have your ad up and
running the same day.

E-mail shawn@ptg.org or call 913-276-5205

View the most recent issue online at:
www.my.ptg.org

Download Rate Card Information:
<http://www.ptg.org>