

Theatre Organ

ADVERTISING

RATES

SIZES	COLOR	BLACK & WHITE		
	1 ISSUE	1 ISSUE each issue	3 ISSUES Consecutive each issue	6 ISSUES Consecutive each issue
Outside Back Cover	\$1,275			
Inside Front Cover	\$1,050			
Inside Back Cover	\$950			
Full Page	\$1,000	\$425	\$400	\$375
2/3 Page	\$700	\$300	\$275	\$250
1/2 Page	\$500	\$280	\$260	\$240
1/3 Page	\$400	\$200	\$190	\$180
1/4 Page	\$300	\$180	\$170	\$160
1/6 Page	\$250	\$150	\$140	\$130
Outer Wrap		\$475	\$450	\$425
Stitch In		\$275	\$265	\$255

CONTRACT ADS

ProCards are for six issues only. No cancellations or refunds.	COLOR	BLACK & WHITE
Single ProCard (horizontal or vertical)	\$650	\$275
Double ProCard	\$1,300	\$495

Consecutive issue prices are based on the ad supplied when the order is placed. A different same-sized ad may be substituted during contract time at no extra charge; if you ask us to change the copy, you will be billed at \$75.00 per hour. Multi-issue discount rates for color ads are available; contact the Editor or his Administrative Assistant for specific pricing.

DEADLINES—Deadline for placing ads is the 1st of each even month prior to the publication release date. For example: ads are due April 1 for the May/June issue. Cancellations, substitutions, and changes must adhere to the same deadline.

CLASSIFIED ADS—75¢ per word for ATOS members; \$1.00 per word for non-members. \$10.00 minimum. Not counted as words: *a*, *and*, *the*, &. Phone numbers are counted as one word, as are hyphenated words. All classified ads must be submitted PRE-PAID to avoid a \$10.00 handling/billing charge. PRE-PAID charge of \$15.00 to have a THEATRE ORGAN showing your ad sent to your mailing address. Deadline for placing ads is the 1st of each even month (February, April, June, August, October and December). Make check payable to ATOS and send to: Jeff Weiler, THEATRE ORGAN Editor, American Theatre Organ Society, 1845 South Michigan Avenue #1905, Chicago, Illinois 60616. Word counts may be verified in advance by e-mailing Joanne, the Editorial Office Administrative Assistant, at joanne@atos.org.

DISPLAY AD SPECIFICATIONS—Electronic files are preferred to ensure the best possible quality. Accepted formats include QuarkXPress, Adobe Illustrator and Adobe Photoshop on Mac or PC platforms. Illustrator files should be saved in EPS or native format with all fonts turned to outlines (include any embedded scans). Files sent must be in native format including all fonts and support files. Do not send PDFs, except to be used as a proof.

Scanned images should be saved as EPS or TIF (CMYK only, no RGB) with minimum 300 dpi resolution (minimum of 600 dpi if item contains type) for 150 lpi output. If Photoshop document, save as CMYK or grayscale EPS with vector data option checked.

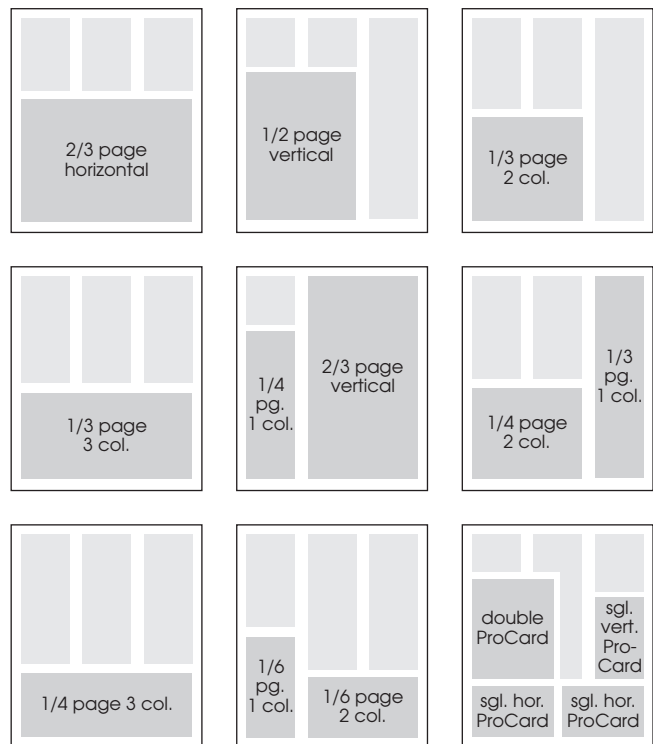
Supply all fonts used (screen and printer). Avoid mixing Type 1 and TrueType fonts in the same document.

A printed proof or a PDF proof must accompany ad. Media accepted includes Zip 100, 250, CD or DVD. Files less than 5 megabytes can be submitted by e-mail.

SIZES

SIZE	WIDTH	HEIGHT
Full Page	7 3/4"	10 3/8"
Full Page with 1/8" bleed	9"	11 5/8"
2/3 Page vertical	4 3/4"	9 7/8"
2/3 Page horizontal	7 1/4"	6 5/8"
1/2 Page vertical	4 3/4"	7 1/2"
1/2 Page horizontal	7 1/4"	5"
1/3 Page (1 column)	2 1/4"	9 7/8"
1/3 Page (2 columns)	4 3/4"	4 7/8"
1/3 Page (3 columns)	7 1/4"	3 1/4"
1/4 Page (1 column)	2 1/4"	7 1/4"
1/4 Page (2 columns)	4 3/4"	3 3/4"
1/4 Page (3 columns)	7 1/4"	2 1/2"
1/6 Page (1 column)	2 1/4"	4 7/8"
1/6 Page (2 columns)	4 3/4"	1 7/8"
Single ProCard vertical	2 1/4"	3 1/2"
Single ProCard horizontal	3 1/2"	2"
Double ProCard	3 1/2"	4"

Trim Size of THEATRE ORGAN is 8 3/4" x 11 3/8"



Ads will incur additional charges if files are in other formats than listed, do not comply to specs, are not correctly sized or are incomplete. Advertiser, upon notification and prior approval, will be billed at prevailing rates.

CONTACT & SUBMISSIONS—For ad placement, questions or submissions, contact Jeff Weiler, Editor, at weiler@atos.org; or Jeff's Administrative Assistant, Joanne, at 773-878-7817 or joanne@atos.org.