



## Advertising Information

The ISB 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 over 40 countries - performers, teachers, students and makers. Your advertisement will target a receptive and influential audience at a reasonable cost.

| ISSUE         | RESERVATION | ART DUE     | PUBLICATION DATE (check desired issue) |
|---------------|-------------|-------------|--|
| Fall          | August 1    | August 15   | <input type="checkbox"/> October       |
| Winter        | December 1  | December 15 | <input type="checkbox"/> February      |
| Spring/Summer | April 1     | April 15    | <input type="checkbox"/> June          |

### BILLING INFORMATION:

- Rates are non-commissionable, first-time advertisers must pay in full in advance.
- Ads must be submitted in digital format. Ads must be sized correctly, at 100% for space reserved). Send artwork as print-version PDF files (preferred) or high-resolution TIF, JPG or PNG files.
- Advertisers booking consecutive ads are welcome to change artwork as long as the size and b&w/color remains the same.
- 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 will receive a complimentary copy of all issues in which their ads appear.
- Add 15% to cost of ad for guaranteed placement (other than cover positions), contact ISB for availability

### FULL COLOR ADS DIMENSIONS & PRICES (check desired size)

| SIZE (W x H)   | FOR 3 ISSUES | FOR 2 ISSUES | FOR 1 ISSUE |
|--|--------------|--------------|-------------|
| <input type="checkbox"/> Back Cover (8.5"x11")                   | \$1650       | \$1250       | \$825       |
| <input type="checkbox"/> Inside Cover (8.5"x11")                 | \$1500       | \$1100       | \$750       |
| <input type="checkbox"/> Page 1 (8.5"x11")                       | \$1450       | \$1000       | \$725       |
| <input type="checkbox"/> Full Page (8.5"x11")                    | \$1350       | \$900        | \$675       |
| <input type="checkbox"/> 2/3 Page (7.5"x6.7" or 5"x10")          | \$1200       | \$825        | \$600       |
| <input type="checkbox"/> 1/2 Page (3.5"x10", 7.5"x5" or 5"x7.5") | \$1100       | \$750        | \$550       |
| <input type="checkbox"/> 1/3Page (5"x5", 7.5"x3.3" or 2.5"x10")  | \$1000       | \$675        | \$500       |
| <input type="checkbox"/> 1/4 Page (3.5"x5")                      | \$900        | \$575        | \$450       |
| <input type="checkbox"/> 1/6 Page (2.5"x5" or 5"x2.5")           | \$850        | \$550        | \$425       |

### OR CHOOSE A BLACK & WHITE AD, DIMENSIONS & PRICES (check desired size)

| SIZE (W x H)   | FOR 3 ISSUES | FOR 2 ISSUES | FOR 1 ISSUE |
|--|--------------|--------------|-------------|
| <input type="checkbox"/> Full Page (8.5"x11")                    | \$950        | \$700        | \$475       |
| <input type="checkbox"/> 2/3 Page (7.5"x6.7" or 5"x10")          | \$800        | \$625        | \$400       |
| <input type="checkbox"/> 1/2 Page (3.5"x10", 7.5"x5" or 5"x7.5") | \$700        | \$550        | \$350       |
| <input type="checkbox"/> 1/3Page (5"x5", 7.5"x3.3" or 2.5"x10")  | \$600        | \$475        | \$300       |
| <input type="checkbox"/> 1/4 Page (3.5"x5")                      | \$500        | \$375        | \$250       |
| <input type="checkbox"/> 1/6 Page (2.5"x5" or 5"x2.5")           | \$450        | \$350        | \$225       |
| <input type="checkbox"/> 1/12 Page (2.5"x2.5")                   | \$400        | \$325        | \$200       |

Please direct all advertising copy and inquiries to:

INTERNATIONAL SOCIETY OF BASSISTS

14070 Proton Rd. Suite 100 • Dallas, TX 75244 USA

972/233-9107 ext. 204 Fax 972/490-4219

[info@ISBworldoffice.com](mailto:info@ISBworldoffice.com) • [www.ISBworldoffice.com](http://www.ISBworldoffice.com)

- New ad.  Please repeat from Volume \_\_\_\_\_ Number \_\_\_\_\_  Add 15% for guaranteed placement (if available)

ADVERTISER NAME (Please list advertiser name as you would like to appear in the *Index of Advertisers*.)

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip or Postal Code/Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_