



The Market Behind the Member

ASTA members influence the buying habits of their students, providing an efficient means of reaching a targeted—and valuable—audience. A full-time studio teacher sees up to 40 students each week and is the primary source of advice when students purchase instruments and music. In addition to influencing students' buying decisions, school teachers determine which instruments and music are purchased by their districts, as well as the travel destinations for their ensembles. String and orchestra teachers also make recommendations concerning colleges or summer music programs, recordings, accessories, competitions, musical gifts, electronics and software, books, and all things musical.

More than 400 schools and libraries nationwide make copies of AST available to the public. In addition to the 11,500 primary recipients of AST, your ad will reach thousands more people interested in all of the products and services related to string education and performance.

Circulation/Demographics

ASTA members participate in a combination of teaching and performing situations:

- Private studio
- Elementary and secondary schools (public and private)
- Professional performer (orchestra and chamber music) or conductor
- Higher education
- Amateur performer or hobbyist

Editorial Profile

Each issue of AST contains four to six feature articles that address the issues and concerns of today's string professionals. AST attempts to find common ground among its diverse readership, emphasizing ways in which various sectors of the string community might work together to further ASTA's mission of promoting excellence in string education and performance. In addition to the articles, each issue of AST features the following:

Columns	How-to advice and pearls of wisdom from experienced teachers under the headings "Master Class," "Teaching Tips," "Member2Member," and "My Turn."
Departments	Reviews of books and music, as well as news from outside organizations on appointments, awards, competitions, auditions, and happenings in the music industry.
Special Sections	Coverage of national conferences, guidelines and applications for ASTA programs and competitions, and summer camp/conference directories, to name a few.
Association News	A variety of information designed to keep ASTA members updated on association-related matters.



Advertising on ASTAweb.com Website

Three advertising positions are available, tile ads (right hand side of homepage on top of page), skyscraper ads (right hand side of homepage in purple bar), and horizontal banners (center section of homepage at the bottom.) Only the tile ads rotate throughout the site; skyscraper and bottom banner run on the homepage only.

ASTAweb.com Ads		
Ad Unit (Size)	Regular	Council/Institutional Member
Tile	\$1,550	\$1,200
Skyscraper	\$2,325	\$1,975
Horizontal banner	\$1,940	\$1,590

Mechanical requirements (ASTAweb.com ads)

Web ad type	Dimensions (pixels)	Location
Tile	138 x 60	RH side of home page, top of page
Skyscraper	138 x 500	RH side of any page in purple bar
Horiz. Banner	450 x 80	Runs in main "center section" at bottom of page

ASTAweb.com Website Visitor Information

Ads on astaweb.com will benefit from significant site activity. In a typical month there are approximately 35,000 visits from over 11,000 unique visitors, resulting in over 600,000 total hits on nearly 90,000 viewed pages (an average of 2.5 pages per the typical six-minute visit), providing three months (or more) premium "electronic exposure" (and a link to the advertiser's Web site). Please note: ASTA Online ads are sold on a first-come, first-served basis.

ASTA Advertising Terms

Copy Acceptance

The publisher reserves the right, without liability, to reject, omit, or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted, or published.

Payment

First-time advertisers must prepay for their first ad. Payment may be made by check or credit card and must accompany a signed confirmation. Standard payment terms are 30 days net. An interest charge of 1.5 percent per month will be assessed after 30 days.

Make checks payable to "ASTA" and mail to: ASTA, 4153 Chain Bridge Road, Fairfax, VA 22030. For billing questions, call 703/279-2113, ext. 12. MasterCard and VISA (only) are also accepted for payment. Credit card information may be sent to the National Office at the address above or faxed to 703/279-2114.

Advertising Sales Representative/Ad reservations:

Steve DiLauro, LaRich & Associates
15300 Pearl Road, Suite 112
Strongsville, OH 44136
Phone: 440/238-5577
Fax: 440/572-2976
Email: sdilauro@larichadv.com

For purchase order/billing questions, to send payments, request additional tear sheets or journals, or for editorial matters:

ASTA
 4153 Chain Bridge Road
 Fairfax, VA 22030
 Phone: 703/279-2113, ext. 12
 Fax: 703/279-2114
 Attn: Mary Jane Dye, American String Teacher editor

Send AST ad and ASTAweb.com artwork to:
 FTP: http://members.printable.com/corppress/corporate_press_website/
User ID: asta@astaweb.com **Password:** 1234 or send to
 Sky Henderson, ASTA
 4153 Chain Bridge Road
 Fairfax, VA 22030
 Email: sky@astaweb.com



AMERICAN STRING TEACHERS ASSOCIATION



2009-2010
American String
Teacher and
ASTAweb.com
Advertising Rate Card



American String Teacher Readers

The American String Teacher (AST) is the official quarterly journal of the American String Teachers Association (ASTA). It is the only magazine to serve teachers of all stringed instruments across the United States and in some 25 countries

worldwide. ASTA members are teachers of violin, viola, cello, bass, guitar, harp, chamber music, and orchestra. They teach in private studios, elementary and secondary schools, colleges and universities, and preparatory departments. Many are professional performers, conductors, and composers/arrangers. AST readers are highly educated and informed musicians who retain their journal copies for future reference.

2009 American String Teacher (AST) Advertising Rates

String Industry Council members and Institutional members receive a discount on all orders. They also receive such benefits as a discount on ASTA conference exhibit space, the ability to have news published in the AST Showcase section, the privilege of including new orchestra music in ASTA's Music Reading Folders, a link from the ASTA website, inclusion in an annual directory, and a voice in planning projects to help grow the string teaching and playing market. To join the Council or become an Institutional member, call ASTA at 703/279-2113 or visit www.astaweb.com.

Advertisers who place four consecutive issue ads of the same size earn a 50 percent discount off the fourth ad (space portion only).

Black and White Ad Space Rates (AST)				
Ad Unit (Size)	Regular		Council/Institutional Member	
	1x-3x	4th ad	1x-3x	4th ad
Full page	\$1,475	\$737	\$1,235	\$617
2/3 vertical	\$1,140	\$570	\$955	\$477
1/2 island	\$1,050	\$525	\$880	\$440
1/2 vertical or horizontal	\$930	\$465	\$780	\$390
1/3 vertical, horizontal or square	\$740	\$370	\$625	\$312
1/4 vertical or horizontal	\$585	\$292	\$495	\$247
1/6 vertical or horizontal	\$430	\$215	\$365	\$182

Cover Rates (AST)		
Ad Unit (Size)	Council/Institutional Member	
	1x-3x	4th ad
Back cover	\$2,940	\$1,870
Inside front cover	\$2,510	\$1,655
Inside back cover	\$2,175	\$1,485

Four-color included in cover rates.

Classified Ads (AST)		
Ad Unit (Size)	Regular	Council/Institutional Member
	1 column x 4"	\$280
1 column x 3-1/2"	\$265	\$245
1 column x 3"	\$230	\$215
1 column x 2"	\$175	\$160
1 column x 1"	\$110	\$100

Column width is 2-15/16"

No fourth-ad discount for classifieds. Classified rates include typesetting of text only. Advertisers will be billed for all charges incurred to reproduce logos, graphics, or artwork within classified ads. The billing rate is approximately \$60 per hour of graphic designer's time.

Color Rates (AST)		
	1x-3x	4th ad
Process two-color*	\$555	Add to space rate in left column
Four-color	\$795	Add to space rate in left column

*Ad created with one of the four-color process colors (cyan, magenta, yellow) and black. Matched (PMS) two-color ad rates are quoted upon request.

Mechanical Requirements (AST)

Digital Files: PLEASE submit ONLY digital ad files in one of the following formats.* 1) High-resolution PDF files are preferred. 2) Flattened TIF files with resolution of 300dpi. No RGB, GIF, JPEG, or PICT files. Do not include low-resolution (FPO) images. Photos can be submitted separately if a high-resolution scan is needed. Include a laser printer output copy of the ad. Contact the production manager for information or assistance in converting your file.

AST is printed via the direct-to-plate method. For an additional charge, ad film can be accepted for copydot scanning. All negatives will be returned to advertiser. Call the production manager regarding camera-ready artwork.

Additional charges will be incurred by the advertiser for creating an ad, scanning photos/graphics not placed in ad document, advertiser ad alterations of copy and images, sizing ads, missing fonts, photos/graphics not included in ad document. All files are preflighted. Those not adhering to these specifications will be charged for any alterations.

PLEASE convert all spot colors in a four-color ad to CMYK process colors. Two-color ads MUST be created with one of the four-color process colors (cyan, magenta, yellow) and black.

File Transfer: Ad files may be submitted via FTP (preferred) or on PC-formatted CDs.

Color Proofs (professional-grade matchprints, irises, etc.): Color proofs must accompany all four-color digital ad files. Printed tear sheets (ads previously printed in other publications) and color printer output are not acceptable for this purpose. Publisher is not responsible for color if professional-grade proof is not provided by advertiser.

Measurements: Advertisements MUST match the sizes specified in this rate card. Any alterations to ads to meet specifications will be billed at prevailing rates.

Production Assistance: If production assistance is needed, clients will be charged prevailing rates for typesetting, composition, and artwork.

Miscellaneous

Two-Page Spreads

Rates and mechanical requirements are quoted upon request.

Special Positions

Add 15 percent of space rate; first-come, first-served.

Call for availabilities.

Inserts

Quoted upon request.

Agency Commission

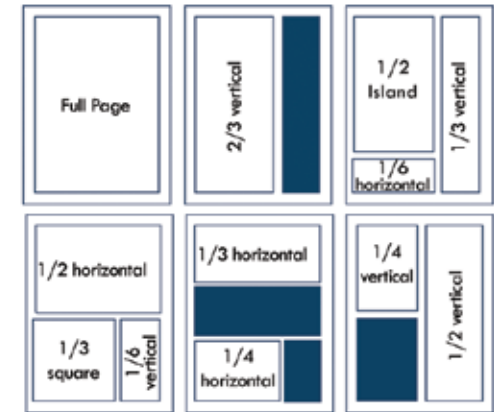
If invoice is paid within 30 days, 15 percent of gross billing will go to recognized agencies.

Issue and Closing Date					
Issue	Highlights	In Mail	Order By	Materials Due	
February	Summer Conferences Institutional Member Directory	late Jan.	Dec. 10	Dec. 20	
May	Conference Highlights	late April	March 10	March 20	
August	Back-to-School Issue Council Directory	late July	June 10	June 20	
November	Conference Preview	late Oct.	Sept. 10	Sept. 20	

Ad Sizes	Width	Height
Full page	7-1/2"	10"
2/3 vertical	4-13/16"	9-3/4"
1/2 island	4-13/16"	7-1/4"
1/2 vertical	3-1/2"	9-3/4"
1/2 horizontal	7-1/4"	4-13/16"
1/3 vertical	2-5/16"	9-3/4"
1/3 horizontal	7-1/4"	3-1/4"
1/3 square	4-13/16"	4-13/16"
1/4 vertical	3-1/2"	4-13/16"
1/4 horizontal	4-13/16"	3-1/2"
1/6 vertical	2-5/16"	4-13/16"
1/6 horizontal	4-13/16"	2-5/16"

Bleed Size	Width	Height
Full page	8-3/4"	11-1/4"
Trims to	8-1/2"	11"
Live area	7-1/2"	10"

Classified Ad Sizes	Width	Height
	2-5/16"	4"
	2-5/16"	3-1/2"
	2-5/16"	3"
	2-5/16"	2"
	2-5/16"	1"



Insertion Orders

Reservations for advertising MUST be in writing and received by Steve DiLauro by the reservation deadline. While AST insertion orders are preferred, agency insertion orders or requests on company letterhead are accepted. Fax orders to Steve DiLauro at 440/572-2976.

Tear Sheets/Complimentary Copies

Advertisers receive one tear sheet with their invoice. All advertisers receive a sample copy of the magazine in which their ad appears.