



Flatpicking Guitar Magazine

Advertising Rates (2013-2014)

1-800-413-8296

Description	1 time	3 times	6 times	Size
Full Page*	\$510	\$440	\$370	7 1/4" X 10"
2/3 Page (vertical)	\$335	\$300	\$260	4 3/4" X 10"
1/2 page (horizontal)	\$270	\$245	\$210	7 1/4" X 4 7/8"
1/3 page (vertical)	\$210	\$195	\$160	2 5/16" X 10"
1/4 page	\$190	\$170	\$145	3 1/2" X 4 7/8"
1/6 page (vertical)	\$145	\$130	\$110	2 5/16" X 4 7/8"
1/6 page (horizontal)	\$145	\$130	\$110	4 7/8" X 2 5/16"
1/12 page	\$95	\$85	\$75	2 5/16" X 2 3/8"
Business Card**	\$60	\$50	\$45	3 1/2" X 2"
Per Colum Inch	\$45	\$38	\$34	2 5/16" X 1"

* Call 800-413-8296 for prices and information regarding our **Four-Color Full Page Ads**

** The business card size ad is our **best buy ad** and is limited to one ad per issue per advertiser.

Classified Advertising Rates: Classifieds will be accepted for Guitar and Musical related items @ 50¢ a word, 60¢ a word for **bold lower case** type, 70¢ a word for **BOLD UPPER CASE** type. There will be a Minimum Charge of \$10.00.

Mechanical Requirements:

Trim Size: 8 1/2" X 11"
 Printed: Offset
 Binding: Saddle Stitch
 Format: Three Column Pages
 Screen: 133 line screen

Preferred Materials:

Electronic files are preferred.
 PDF files are best. For Full Page Color
 Ads, please provide 1/8 inch bleed.

Electronic Materials:

EPS, PDF, or TIFF files preferred (fonts embedded). Otherwise, Macintosh files are recommended. Illustrator, InDesign and Photoshop files are acceptable. Please supply all placed graphics, typefaces, screen and printer fonts, and laser proof.

All ads should arrive camera-ready and correctly sized. Typesetting and layout fee is 10%

Payment and Materials Due: Camera-ready materials and full payment must reach us on or before the closing date listed below. We accept check or money order in U.S. dollars, drawn on a US bank, payable to High View Publications. We will also accept Visa, Discover and Mastercard payment by mail, phone, or fax.

Cover Date	Reserve Space	Materials Due	Ship Date
Sept/Oct 2013	30 June 2013	15 July 2013	15 August 2013
Nov/Dec 2013	30 August 2013	15 September 2013	15 October 2013
Jan/Feb 2014	30 October 2013	15 November 2013	15 December 2013
March/April 2014	30 December 2013	15 January 2014	15 February 2014
May/June 2014	30 February 2014	15 March 2014	15 April 2014
July/August 2014	30 April 2014	15 May 2014	15 June 2014
Sept/Oct 2014	30 June 2014	15 July 2014	15 August 2014