

American
Suzuki
Journal

Ad Rate Card



The official quarterly publication of the
Suzuki Association of the Americas, Inc.

2020-21

About the SAA

The Suzuki Association of the Americas' (SAA) mission is to promote and support excellence in Suzuki education for teachers, parents, and students in the Americas. SAA is a non-profit organization which comprises teachers, parents, performers and supporters of Talent Education, a philosophy which encourages all children and supports sharing new ideas. Our membership is growing rapidly as the demand for Suzuki-oriented education increases. The SAA's membership includes those interested in violin, viola, cello, bass, brass, piano, flute, guitar, harp, recorder, organ, voice, early childhood education and Suzuki in the Schools.

American Suzuki Journal

The *American Suzuki Journal* (ASJ) is the quarterly publication of the SAA, the official organization for Suzuki® Education in the Americas. This combined with a dedicated readership and attractive advertising rates make the

American Suzuki Journal an excellent

medium for advertising your business! The ASJ's broad scope caters to the diverse interests of our wide-ranging membership and other musicians interested in Suzuki education. It offers information on more than 60 summer institutes, an active teacher development program with scholarship opportunities, feature articles on Suzuki events, and informative columns

for teachers and parents. Published quarterly in 4-color on glossy stock, the minimum run is 8,000. ASJ is printed on a digital press using the saddle stitch binding method. Each issue reaches more than 15,000 readers via library subscriptions, studio use, summer institute distribution and regular subscriptions.

Members are able to access the ASJ online!



Discounts & Benefits

4-ISSUE CONTRACT ADVERTISERS RECEIVE MANY BENEFITS!

- The fourth insertion of a 4-consecutive-issue contract is discounted 40 percent off of the open price (same size ad only). Changes in digital files for 4-issue contract advertisers will be accepted if a written request and new ads are received by issue deadlines.
- Your business will be listed on our website on the Sources for Instruments and Supplies page as a supplier of Suzuki and general music materials. This additional free promotion reaches thousands annually. Please see the ASJ advertising contract for listing information.
- If the 4-issue contract is paid in full by October 15 of the contract year, 5 percent will be discounted from the total bill. If your budget is calendar-year based, please ask about our discount.

ADDITIONAL ADVERTISING OPPORTUNITIES:

- Our annual *Membership Directory* provides additional advertising opportunities. This black and white publication offers reduced ad rates and reaches 8,000 people annually. **SPACE IS LIMITED.**
- Our *Short Score* email newsletter's monthly distribution is more than 19,000 and growing, with a healthy open rate averaging nearly 65 percent. Sent to SAA members, advertisers, organizations, and the general public who opt in, it is a source of the most current SAA events and stories of interest. Click through statistics are available through the **SAA Partners site** if you don't use your own tracking mechanism. **Short Score contracts and new artwork are due the 1st of the month.** Emails are sent around the 15th of each month. For more information and contracts please visit <https://suzukiassociation.org/ads/mail/>



Contract Terms

- All advertisements are subject to approval. 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.
- The publisher has the right to refuse or cancel contracts at any time. All advertiser cancellations must be submitted in writing prior to insertion deadlines to be valid.
- No conditions other than those stated in this *Ad Rate Card* are binding upon the publisher, unless specifically agreed to in writing by both parties.
- Publisher is not responsible for any claims made in advertisements and assumes that all photos and endorsements have been covered by written consent.
- Advertisers and their agencies assume responsibility for the contents of their ads and agree to indemnify the publisher from any and all claims and expenses therefrom.
- No ads for products using the name and registered trademark “Suzuki” in their title/product or publication without ISA licensing for such use.
- Prepayment is required for new advertisers for the first ad. All other advertisers will be billed, unless choosing the 4-issue contract with 5 percent prepayment discount. Payments are due on receipt of invoice. A 3 percent monthly interest charge is assessed after 30 days. Action to collect may be taken after 90 days if a bill is unpaid; no advertising will be placed until the balance has been paid in full—future ads must be prepaid.

Ad Preparation Tips

To assure professional quality and successful results from your ad, please consider the following suggestions:

- Run your ad in several issues to increase response.
- Focus on the content of your ad, which ensures success.
- Use headlines and pictures to capture attention.
- Use professional quality typography and photos.
 - Be sure the technical requirements match SAA specifications. If reformatting by SAA is required, you will incur additional charges.

Questions?



Please contact our advertising department:

SAA/American Suzuki Journal

PO Box 1731, Boulder, CO 80308

Phone: 303.444.0948; **Fax:** 303.444.0984

email: advertising@suzukiassociation.org

website: www.suzukiassociation.org

Ad Preparation

MEDIA

Acceptable digital media avenues include:

- Web or email
- Links to DropBox, Google Drive or Adobe Creative Cloud

SOFTWARE

Files may be compressed; self-extracting ZIP files are recommended for files over 10M. Preferred software includes:

- Adobe InDesign
- Adobe Photoshop
- Adobe PDF
- Adobe Illustrator

We only accept digital files. Artwork must be sized correctly at 100 percent for the space.

GRAPHICS

Supply all graphic and photo files (EPS and TIF files are preferred. High-resolution JPG files are acceptable. Resolution must be 300 DPI/PPI or higher). Supply only files to be used for high-resolution output.

INCOMPLETE ARTWORK

Advertisers will be billed at the rate of \$50/hour (minimum charge of 1 hour) for any costs resulting from failure to provide all materials in good order and to specification.

2020-2021 Advertising Rates

Discounts: The fourth insertion of a 4-consecutive issue contract is discounted 40 percent off the open price (same size ad only).

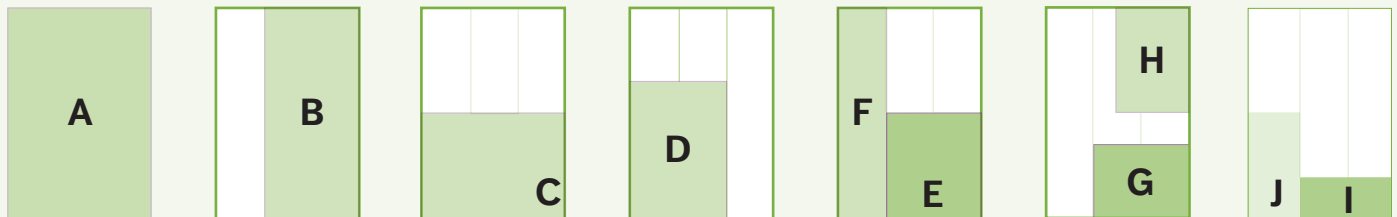
4-Color Ad Rates: Available for 1/4-page through full-page ad sizes.

BLEEDS: Add .125" bleed all sides and include bleed-only crop marks in your design.

Ad Size	see guide below	W" × H"	1-3× (or Membership Directory) B/W	1-3× Color	4th B/W	4th Color
Full Page Bleed	A	8.375 × 10.875	\$890	\$1,340	\$534	\$804
Full Page	A	7.125 × 9.5	\$890	\$1,340	\$534	\$804
2/3-Page	B	4.75 × 9.5	\$660	\$1,060	\$396	\$636
1/2-Page	C	7.125 × 4.75	\$610	\$945	\$366	\$567
	D	4.75 × 7.125				
1/3-Page	E	4.75 × 4.75	\$465	\$760	\$279	\$456
	F	2.3125 × 9.5				
1/4-Page	G	4.75 × 3.44	\$375	\$630	\$225	\$378
	H	3.5625 × 4.75				
1/6-Page	I	4.75 × 2.3125	\$315	N/A	\$189	N/A
	J	2.3125 × 4.75				
Outside Color Cover (call for availability)				\$1,580		\$948
Inside Color Cover (call for availability)				\$1,510		\$906

Ad Size Guide

Note: All prices in US dollars.



Important: All ads must be created with the exact dimensions listed above. The SAA reserves the right to alter any ads that do not conform to these specifications. Please indicate the size and ad shape by letter on your contract.

Issue and Closing Dates

Issue

Fall (v49 #1)
Winter (v49 #2)
Spring (v49 #3)
Summer (v49 #4)
Membership Directory

Insertion Contract Due

September 1
December 1
March 1
June 1
September 1

Artwork Due

September 30
December 31
March 31
June 30
September 30

Newsletter Ads

Advertising options:
3 months - \$240
6 months - \$480
12 months - \$940