



# Handbell Musicians OF AMERICA

## Overtones Advertising Rates and Policies

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### Advertising Policies

#### Submission Policy

- Advertisement requests should be made on the Advertisement Order Form. Advertisement Order Forms must be signed by the advertiser, and a copy of the order form must be kept by the advertiser and Handbell Musicians of America. Late submissions will incur additional charges.
- Advertisements can be produced in-house. Design charge is \$150 minimum.
- Advertisements on the covers and color inserts are available on a first come, first served basis.
- Preferred Form of Advertisement Submission: Furnish digital files (PDF preferred) via e-mail to [jrsmith@handbellmusicians.org](mailto:jrsmith@handbellmusicians.org). We can also accept files on CD or DVD. (See mailing address in the Advertising Specs section.)
- Resolution must be at least 300 dpi. Fonts and graphics must be linked when preparing the digital file, and a laser printout of the ad must be provided if a disk is sent. Disks will not be returned without a self-addressed stamped envelope.

#### Payment Policy

- CLASSIFIED ADS: All classified advertisements must be paid for at the time of the request. If payment does not accompany the advertisement request, the classified ad will not be published. The cost of \$32 includes 55 words. Additional words are \$1 each.
- BILLING: Payment for display ads is due on receipt of invoice. Accounts not cleared within 60 days of publication date will incur a 1.5 percent finance charge on a monthly basis.
- NON-PAYMENT POLICY: The publisher will withhold advertisements from publication if the account is not paid in full within 90 days after the date of invoice, regardless of rate schedule. The publisher will hold the advertiser and/or its agency liable for such monies that are due and payable to Handbell Musicians of America.

#### Advertisement Policy

- Signing the Advertisement Order Form guarantees that the advertiser is properly authorized to advertise the entire contents and subject matter thereof and claims responsibility for the advertisement.
- It is understood that the advertiser will indemnify and hold the publisher harmless against any loss, expense or suits for libel, violation of rights or privacy, plagiarism, copyright infringement, and/or any other claims or suits that may arise from the advertisement.
- All copy, text and illustrations are subject to the publisher's approval and the right is reserved to reject or exclude copy that is unethical, misleading, questionable in character, or otherwise inappropriate with the character of the publication. In the event of cancellation or rejection by the publisher, any advertisement already run will be billed and paid for at the rate provided for in the order(s).
- Please print this and keep for your records or send to your ad designers for their information.
- For assistance, please contact the editor via e-mail at [jrsmith@handbellmusicians.org](mailto:jrsmith@handbellmusicians.org)

# Rates and Deadlines

## Regular Rates (All rates are per issue)

	1 Issue	2 Consecutive	4 Consecutive
Full	737	700	663
Two Thirds	590	560	530
Half - Horizontal or Vertical	479	454	431
One Third - Square or Vertical	369	350	332
Quarter	325	308	293
One Sixth	270	255	243
One Eighth	259	245	233
Inside Front	1023	972	923
Inside Back	829	788	748
Outside Back Cover - Half	800	760	722

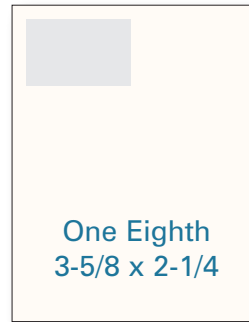
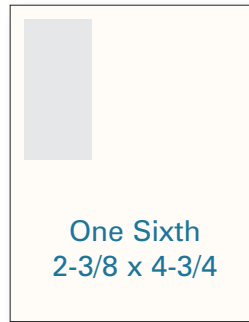
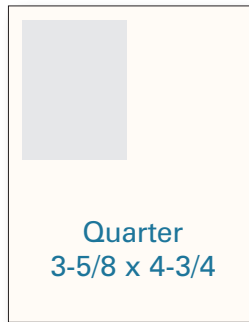
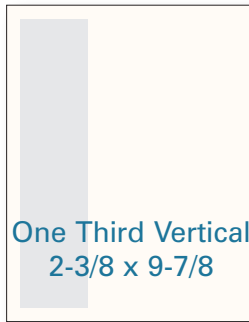
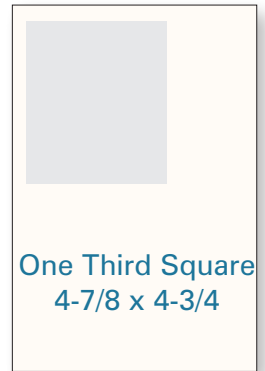
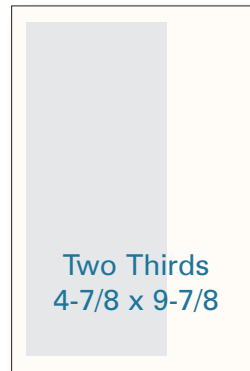
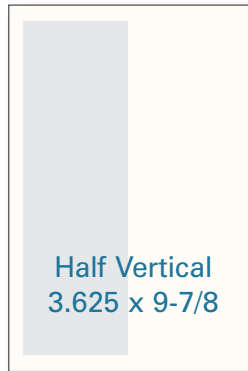
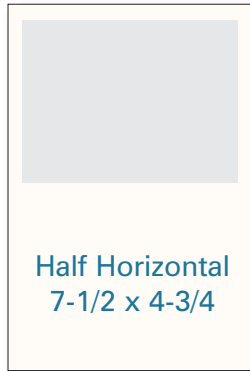
## HIC/AGEHR Area Rates (All rates are per issue)

	1 Issue	2 Consecutive	4 Consecutive
Full	626	595	564
Two Thirds	502	476	451
Half - Horizontal or Vertical	407	386	366
One Third - Square or Vertical	314	298	282
Quarter	276	262	249
One Sixth	230	217	207
One Eighth	220	208	198
Inside Front Cover	870	826	785
Inside Back Cover	705	670	636
Outside Back Cover - Half	680	646	614

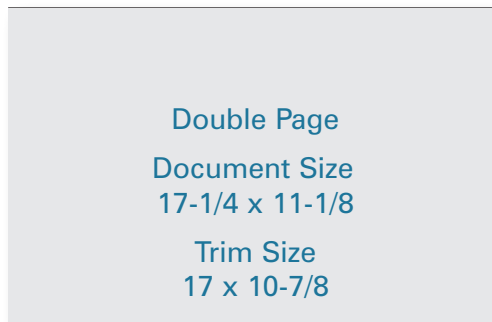
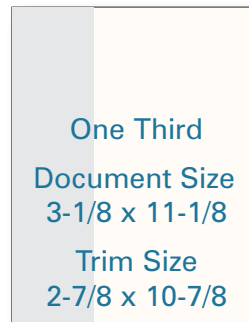
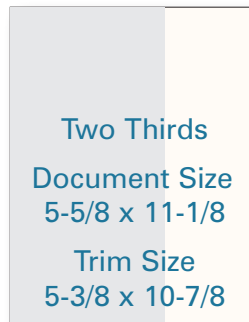
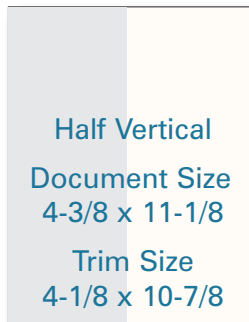
## Deadlines

Issue	Ad Space Reservation	Ad Artwork
Winter (January)	October 1	November 15
Spring (April)	January 1	February 15
Summer (July)	April 1	May 15
Fall (October)	July 1	August 15

# Standard Ad Sizes – No Bleed



# Full Bleed Ad Sizes



# Advertising Specs

## Advertising Submission Requirements

- Preferred form of submission: Furnish digital files (PDF or EPS) via e-mail to [jrsmith@handbellmusicians.org](mailto:jrsmith@handbellmusicians.org). For files over 15 MB, please contact the editor for alternate FTP instructions. You may also use a file sharing service such as Box.com, Dropbox.com, Google Drive, and Skydrive.
- We can also accept files on CD or DVD. Please send to Overtones Editor, 808 W. Melrose Ave. #802, Findlay, OH 45840

## File Formats

- **PDF (Preferred):** When creating a PDF file, use the following settings
  - Embed all fonts, subset all embedded fonts below 100%
  - Leave color unchanged
  - Preserve overprint settings
  - Do NOT downsample any images
  - Do NOT compress any images
  - Use only CMYK (Not RGB) graphics
  - Be sure all graphics are CMYK and a minimum of 300 dpi
- **ADOBE INDESIGN**
  - Use the “Package” feature to create a set of all documents needed to output the file.
  - Use a compression program like WinZip or Stuffit to compress the resulting folder into one archive
  - Be sure all graphics are CMYK and a minimum of 300 dpi
- **ADOBE ILLUSTRATOR**
  - Convert all text to outlines
  - Save file and all supporting graphics into one folder and compress with WinZip or Stuffit
  - Be sure all graphics are CMYK and a minimum of 300 dpi

## Ads Using Full Bleed

- Backgrounds in full-bleed ads must extend an additional 1/8” around ALL FOUR SIDES of the indicated “trim size,” even for ads that only bleed off three sides of the page. This is so that we may place the ad on either side of the spread.
- Only background images and non-essential graphics should extend beyond the edge of the “trim size.”
- All essential copy and graphics should fall within a safe area that is 1/4” to 3/8” from all four edges.
- Templates are available for laying out full-bleed ads. Please contact the editor at [jrsmith@handbellmusicians.org](mailto:jrsmith@handbellmusicians.org).



## Overtones Advertisement Order Form

*Complete one Advertisement Order Form per advertisement. Print completed form, sign the form, and make a copy for your records before mailing.*

Company/Organization \_\_\_\_\_

Advertisement Name \_\_\_\_\_

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

Telephone \_\_\_\_\_

Membership # (if current HIC member) \_\_\_\_\_

Billing Contact (if different from above) \_\_\_\_\_

Billing Address \_\_\_\_\_

Please check each issue, below, in which the advertisement should run (indicating the year for each) and mark the size of the advertisement.

Issue	Year	Full	2/3	1/2	1/3	1/4	1/6	1/8	Inside Front	Inside Back	Outside Back Half Vertical
Winter (January)											
Spring (April)											
Summer (July)											
Fall (October)											

By my signature below, I indicate that I, the advertiser, have read and accepted the Handbell Musicians of America Advertisement Policy, Advertisement Submission Policy, and Payment Policies.

Signature: \_\_\_\_\_

Please mail printed and signed form to:

Handbell Musicians of America Advertising  
201 E. 5th Street • Suite 1900-1025  
Cincinnati, OH 45202

or fax the form to:  
(937) 202-4378