

General Advertising Information for 2011

- **ELECTRONIC COPY:** We accept files by e-mail or on CD-R. We accept press-quality PDF files with all fonts embedded; .tif; .eps; PhotoShop™; or InDesign CS™ (all images and fonts included, please). Unfortunately, we cannot accept Microsoft Publisher, PowerPoint, CAD, Microsoft Word, or WordPerfect files. Electronic data should be accompanied by a hard copy, and we may request print photographs in case of electronic incompatibility or low-quality scans. Please contact the production manager with any format questions. All files should be Macintosh compatible.
- **RAW COPY:** We will prepare simple ads per your specifications. Please sketch a mock-up together with your logo or other prepared mechanical art, photographs (if any), and text.
- **PAYMENTS:** Make checks or money orders payable to "Organ Historical Society." Visa and MasterCard are accepted. Purchase Orders accepted. Upon request, we will invoice for payment at time of submission of material for advertisement.
- **DEADLINES** for *The Tracker* are the 1st of February, May, August and November. Deadline for the convention *Organ Atlas* is April 30.

Advertising Inquires and Orders

Please address all advertising inquiries, orders, and press-ready ads to:

Rollin Smith, *Director of Publications*
advertising@organsociety.org
phone 516.334.2789

For payment, please mail the insertion order from this rate card with your credit card information or check to the address on the form. If you wish to be invoiced, please request this by e-mail at the above address.



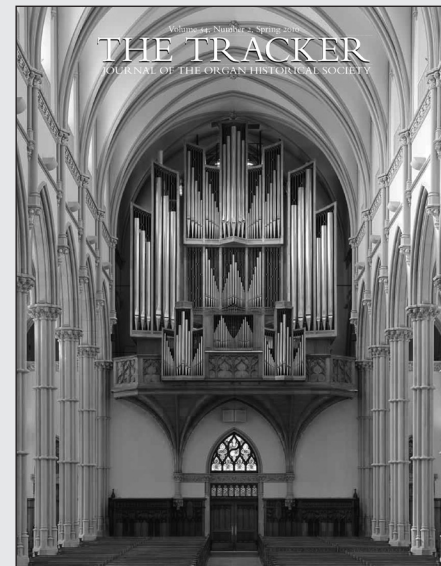
OHS Advertising 2011
Organ Historical Society
Post Office Box 26811
Richmond, VA 23261

THE TRACKER

JOURNAL OF THE ORGAN HISTORICAL SOCIETY

and the

ORGAN ATLAS 2011
OHS National Convention
WASHINGTON, D.C., JUNE 27-JULY 1



2011
ADVERTISING
RATE CARD

OHS 2011 Advertising Rate Card

Advertising in

The Tracker and *Organ Atlas*

OVER THE PAST SEVERAL YEARS, *THE TRACKER* AND *Organ Atlas* have become America's most elegant and sophisticated pipe organ publications. *The Tracker* covers fascinating issues from the general to the arcane, while the *Organ Atlas* encapsulates an astonishing range of regional history about organs, their homes, and communities. Your advertisement will not only support the high cost of these excellent publications, but more importantly, it will promote the message that the pipe organ should matter to everyone. With each issue, we reach an estimated readership of 7,000 from approximately 3,500 issues circulated.

The Tracker and the *Organ Atlas* are read by influential individuals who shape the course of the art and science of the pipe organ. By advertising, at our highly competitive rates, you can keep your name before these leaders in the field. Our publications are distributed to OHS members, businesses and organizations in the field, and organ aficionados worldwide. They can be found in public and private libraries in the United States and abroad. In both *The Tracker* and the annual *Organ Atlas*, your message joins ours, and it is seen around the globe.

The volume year of *The Tracker* consists of four issues delivered in January, April, July and October. The annual *Organ Atlas* is published in conjunction with the OHS national convention.

Advertising Rates for 2011

For Volume 55, 2011, advertising is offered in the four consecutive issues of *The Tracker* for the calendar year (the full volume) at very attractive full insertion rates. In addition, we are offering a special five-insertion rate, which will include space in the four issues of *The Tracker* plus space in the annual *Organ Atlas* — at a significant discount. *The Tracker* and *Organ Atlas* utilize the same format, saving advertisers the inconvenience of producing ad copy in various sizes.

Advertising Rates, 2011				
(Black and White) Size	Border Dimensions	1 time	4 times (each)	5 times (each)
Name/Address (3-line maximum)	3.5" w by 1" h	\$75	\$60	\$55
Business Card (Eighth Page)	3.5" w by 2.125" h	115	90	85
Quarter Page	3.5" w by 5" h	200	160	150
Half Page vertical	3.5" w by 10" h	370	295	275
Half Page horizontal	7.5" w by 4.5" h			
Full Page	7.5" w by 10" h (non-bleed size)*	615	485	455
Full Page Color	7.5" w by 10" h (non-bleed size)*	725	580	540
Back Cover Color	When available—inquire	825	660	620
Inside Cover Color	When available—inquire	775	625	580

*Full page ads may bleed. Add .25" on all four sides of trim size 8.5" w x 11" h. Live area should not exceed the non-bleed dimensions.

Four-time rate is contingent upon commitment to publish in four consecutive issues. Ads may be different in every issue, provided that they are submitted as camera-ready art or complete PDFs.

Five-time rate includes the above, plus one ad of the same size or larger in the *Organ Atlas 2011* to be published in conjunction with the OHS National Convention in Washington, D.C..

We will prepare simple ads for Name & Address and Business Card size ads at no additional fee. We can provide a design service for larger ads for a nominal fee.

OHS offers no agency discount.

OHS Advertising Insertion Order

The Tracker and *Organ Atlas 2011*

BUSINESS NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

VISA OR MASTERCARD NO. _____ EXPIRES _____

NAME ON CARD _____

AD SIZE _____ FOR ISSUES: VOL. 55: 1 2 3 4 ORGAN ATLAS

Total amount for advertising in *The Tracker* and *Organ Atlas* (see rates above) \$ _____

All payments must be in U.S. funds and drawn on a U.S. Bank. Checks made payable to "Organ Historical Society"

PLEASE MAIL TO:

Rollin Smith ~ OHS Advertising
313 Fulton St.
Westbury NY 11590-2127

Special instructions:

"Name & Address" ad copy 3 lines (*Organ Atlas* or *The Tracker*):

1 _____
 2 _____
 3 _____