

ADVERTISING POLICY
(Revised, May 1989)**Advertising Rates**

Full page	4 1/2" x 7 1/8"	\$100
Half page horizontal	4 1/2" x 3 1/2"	65.00
Half page vertical	2 1/8" x 7 1/8"	65.00
Quarter page	2 1/8" x 3 1/2"	40.00

Display advertising only; no classifieds available.

Discounts: 15% to outside advertising agencies.
10% on two or more consecutive insertions.

Mechanical Requirements

Copy is accepted using Pagemaker desktop publishing software, or in most word processing software. Also, mounted, camera-ready copy is accepted. Halftone screens up to 133 lines may be used. For publisher typesetting (text only; no logos or illustrations) add \$20.00.

Deadlines

Insertion orders, and computer or camera-ready copy: February 1 for spring issue; September 1 for fall issue. For publisher typesetting allow two extra weeks.

Regulations

All advertising subject to editorial approval.

Telephone orders must be confirmed in writing.

All artwork will be disposed of six months after publication unless we are specifically instructed to the contrary.

Contracts and individual insertions may be cancelled up through the closing date for the issue; ads cancelled after this date will be billed at the regular space rate.

Correspondence, advertising copy, and illustrations should be addressed to:

Christine Hoffman, ARSC Advertising Manager
Rodgers and Hammerstein Archives of Recorded Sound
The New York Public Library
111 Amsterdam Avenue
New York, New York 10023
(212)870-1661

Inserts

A postcard or pre-folded sheet (maximum size 8 1/2" X 4" double fold or 8 1/2" X 3" triple fold) supplied by the advertiser may be inserted in the *Journal* for \$100.00 per insertion.

Contact:

Ted P. Sheldon
Editor, ARSC Journal
5100 Rockhill Rd.
Kansas City, MO 64110-2499