ADVERTISING POLICY

Advertising Rates

Full page	4 1/2" x 7 1/8"	$100.00
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
Covers (when available)	4 1/2" x 7 1/8"	$200.00

Display advertising only; no classifieds available (inquire about classifieds in the *Newsletter*).

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

Mechanical Requirements

Copy is accepted in the following formats: 1) Pagemaker desktop-publishing software or most word-processing software, accompanied by hard copy; 2) mounted, camera-ready copy, halftone screens up to 133 lines may be used; 3) typewritten copy (text only; no logos or illustrations) to be typeset by the publisher. Add $20.00 for publisher typesetting.

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
> FAX (212) 787-3852

Inserts

A postcard or pre-folded sheet (maximim 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. Inquiries should be sent to:

> Ted P. Sheldon
> Editor, *ARSC Journal*
> Miller Nichols Library
> 5100 Rockhill Rd.
> Kansas City, MO 64110-2499
> (816) 235-1531