

2022 Advertising Information

The Scroll: The Membership Magazine of the Violin Society of America

The Scroll is now published three times a year for the community of professional and amateur luthiers, students, libraries, retailers and wholesalers and string instrument enthusiasts. *The Scroll* has a growing circulation of over 1,000, with a receptive and influential readership.



SPACE RESERVATION & ARTWORK DUE issue(s)

April 1st for space reservation, April 10th for artwork
August 1st for space reservation, August 10th for artwork
December 1st for space reservation, Dec 10th for artwork

PUBLICATION DATES *check desired*

Spring (May)
 Summer (September)
 Winter (January)

RATES AND SIZES (for consecutive issues, either full color or black & white) *check desired size*

SIZE	SIZE (W X H)	3 Issues	2 Issues	1 Issue
<input type="checkbox"/> Back Cover	8.5" x 11"	\$1,600	\$1,100	\$600
<input type="checkbox"/> Inside Front Cover	8.5" x 11"	\$1,450	\$1,000	\$550
<input type="checkbox"/> Inside Back Cover	8.5" x 11"	\$1,375	\$950	\$525
<input type="checkbox"/> Page 1	8.5" x 11"	\$1,300	\$900	\$500
<input type="checkbox"/> Page 2	8.5" x 11"	\$1,300	\$900	\$500
<input type="checkbox"/> Full Page	8.5" x 11"	\$1,125	\$775	\$425
<input type="checkbox"/> Half Page Vertical	3.5" x 10"	\$675	\$475	\$275
<input type="checkbox"/> Half Page Horizontal	7.5" x 5"	\$675	\$475	\$275
<input type="checkbox"/> Quarter Page Vertical	3.5" x 5"	\$450	\$325	\$200

AD SPECS

- Ads are not commissionable. First-time advertisers must pay in full in advance.
- Advertisers booking two consecutive ads will be billed for half of the total amount due the first time the ad appears, and the remainder the second time the ad appears.
- Advertisers booking three consecutive ads will be billed for half of the total amount due the first time the ad appears, and the remainder the second time the ad appears. The third time the ad appears, it will run as prepaid.
- Advertisers that book consecutive ads and cancel ad(s) before fulfilling their ad reservation will be invoiced for the difference between the applicable rates.
- **All ads must be submitted in digital format.** Ads must be sized correctly (at 100% for the space they will display) and be saved as print-version PDF files (preferred) or high-resolution PNG or JPG files.
- Advertisers booking consecutive ads are welcome to change their ads between issues, as long as the size remains the same.
- Advertisers will receive a copy of the journal in which their ad appears.

Please direct all advertising copy and inquiries to:

VIOLIN SOCIETY OF AMERICA
14070 Proton Rd. Suite 100, LB 9
Dallas, TX 75244 USA
972/233-9107 ext. 204
Fax 972/490-4219

scrolleditor@vsaweb.org

This will be a new ad. Please repeat from previous issue _____.

ADVERTISER NAME (Please list advertiser name as you would like to appear in the *Index of Advertisers*.)

Contact Person _____

Company Name _____

Address _____

City/State/Zip or Postal Code/Country _____

Phone _____

Email _____

Website _____