



2023 Advertising Information
Journal of American Viola Society

The Journal of the American Viola Society for the community of professional and amateur violists, students, makers, publishers and string enthusiasts. The JAVS has a growing audience of over 1,000 and is published three times a year for a receptive and influential readership.

DEADLINES

DEADLINES FOR SPACE RESERVATIONS & ARTWORK

December 1 for space reservation, December 15 for artwork
May 1 for space reservation, May 15 for artwork
August 1 for space reservation, August 15 for artwork

PUBLICATION DATES check desired issue(s)

- March
August Online Only Issue
November

RATES AND SIZES check desired size, black & white only unless noted otherwise

Table with 5 columns: SIZE, SIZE (W X H), 3 Consecutive Issues, 2 Consecutive Issues, 1 Issue. Rows include Back Cover (color), Inside Front Cover (color), Inside Back Cover (color), Full Page, Half Page Vertical, Half Page Horizontal, and Quarter Page.

AD SPECS

- Ads are not commissionable.
First-time advertisers must pay in full in advance.
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.
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.
All ads must be submitted in digital format.
Advertisers booking consecutive ads are welcome to change their ads between issues, as long as the size remains the same.
Advertisers will receive a tear sheet of their ad from the issue in which it appears.

Please direct all advertising copy and inquiries to:

advertising@americanviolasociety.org
AMERICAN VIOLA SOCIETY
14070 Proton Rd. Suite 100, LB 9
Dallas, TX 75244 USA
972/233-9107 ext. 204 Fax 972/490-4219
info@AVSnationaloffice.org

- This will be a new ad.
Please repeat from Volume ____, Number ____.

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

Contact Person
Address
City/State/Zip or Postal Code/Country
Phone
Email