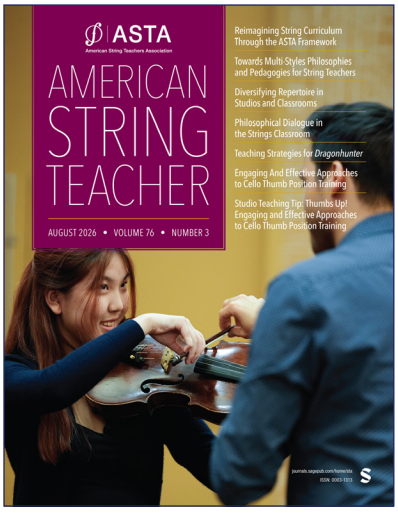
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: John-Rine Zabanal, Independent Music Educator

DESCRIPTION: The American String Teacher (AST) is the official quarterly journal of the American String Teachers Association (ASTA). It is the only magazine to serve teachers of all stringed instruments across the United States and in some 25 countries worldwide. ASTA members are teachers of violin, viola, cello, bass, guitar, harp, chamber music, and orchestra. They teach in private studios, elementary and secondary schools, colleges and universities, and preparatory departments. Many are professional performers, conductors, and composers/arrangers. AST readers are highly educated and informed musicians who retain their journal copies for future reference.

Founded in 1946, the American String Teachers Association (ASTA) exists to support string and orchestra teachers and players. ASTA provides teaching resources, professional education, local and national events, a career center, insurance programs, and access to a vibrant and collaborative strings community.

AFFILIATIONS: American String Teachers Association

READERSHIP PROFILE: ASTA members who influence various buying decisions: studio teachers advise student purchases of instruments and music; school teachers influence student buying, ensemble travel, and instruments and music purchased by their districts; collegiate faculty make purchasing decisions on music education and repertoire; and string and orchestra teachers make recommendations concerning colleges or summer music programs, recordings, accessories, competitions, musical gifts, electronics and software, and books.

FREQUENCY: 4

CIRCULATION: 5,462

AVERAGE MONTHLY IMPRESSIONS: 9,944

AVERAGE MONTHLY PAGEVIEWS: 4,527

PRINT ADVERTISING

	COLOR	NON-MEMBERS	MEMBERS
• FULL PAGE	4 COLOR	$2,963	$2,632
• HALF PAGE	4 COLOR	$2,194	$1,989
• QUARTER PAGE	4 COLOR	$1,726	$1,601

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
FEBRUARY	21 DECEMBER 2026	6 JANUARY 2027	13 JANUARY 2027
MAY	1 MARCH 2027	4 MARCH 2027	22 MARCH 2027
AUGUST	3 JUNE 2027	8 JUNE 2027	22 JUNE 2027
NOVEMBER	30 AUGUST 2027	2 SEPTEMBER 2027	20 SEPTEMBER 2027

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	8" X 10.5"	8.75" X 11.25"
• HALF PAGE VERTICAL	3.75" X 10.5"	N/A
• HALF PAGE HORIZONTAL	8" X 5"	N/A
• QUARTER PAGE VERTICAL	3.75" X 5"	N/A

- **TRIM SIZE:** 8.5" X 11"
- **BINDING:** Perfect Bind
  - All advertising is subject to approval
  - Ad dimensions are listed in inches
  - All live copy should be no closer than 1/4" from trim
  - For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
  - All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

- **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:

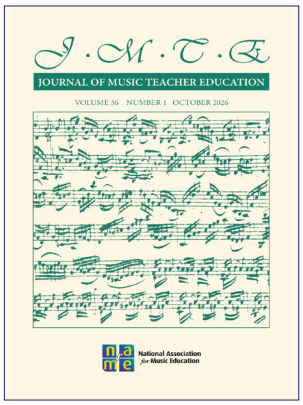
Rob Daniels
Sheridan NH
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 653-7253

- **ARTWORK DELIVERY**

Email: advertising@sagepub.com

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES







BANNER ADVERTISING • www.journals.sagepub.com/home/sta

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

- **ARTWORK DELIVERY**
  Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Education channel,** maximizing exposure to your targeted audience.
Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords.
Contact your sales representative for pricing.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

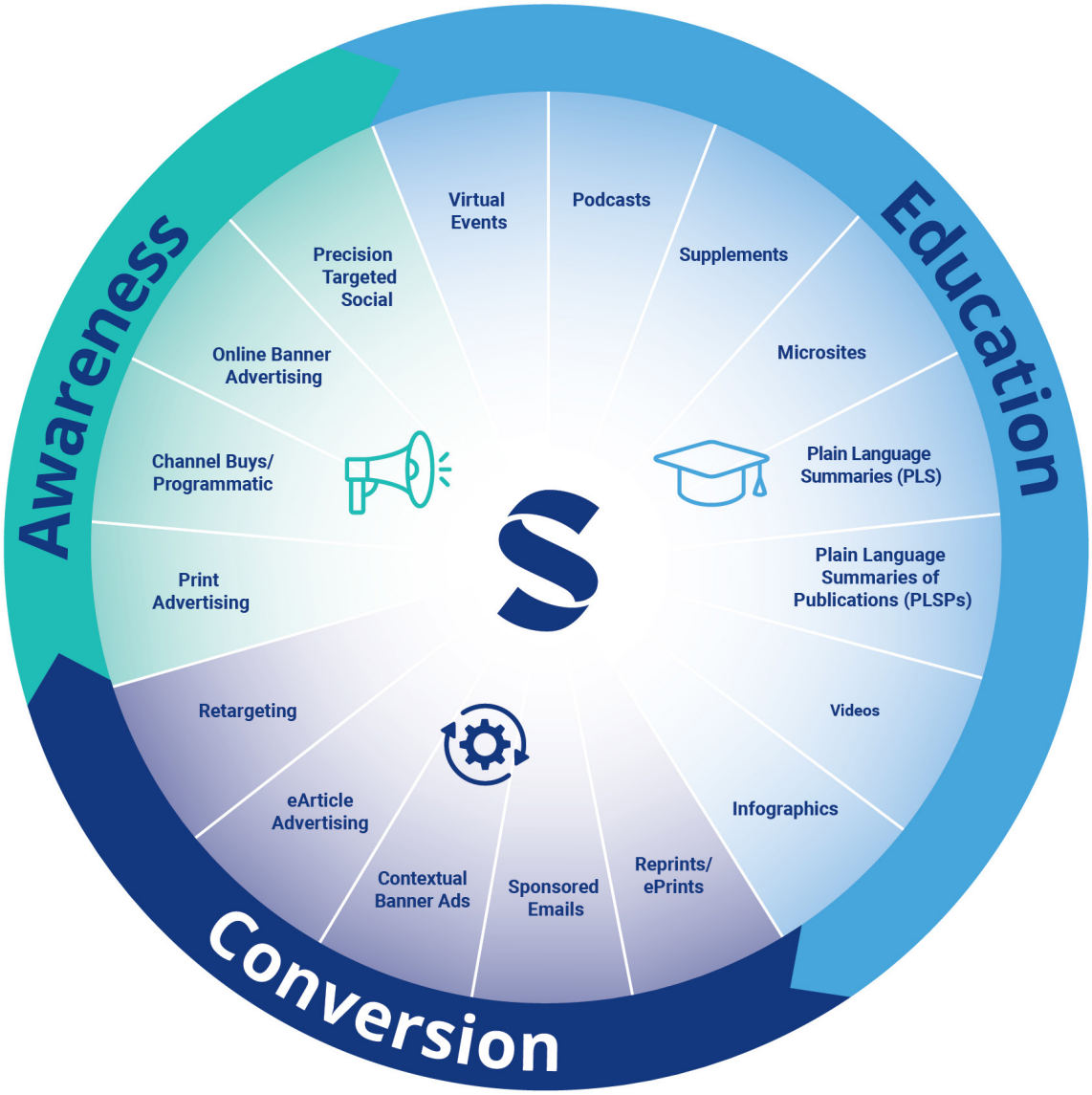
EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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