

Advertising Guidelines and Style Sheet for Writers

The Brass Band Bridge is published five times a year as a downloadable PDF file. Issue 99 (May 2006) has been downloaded over 4400 times representing significant exposure to the world-wide brass band community. The current issue (and several back issues) of *The Brass Band Bridge* may be downloaded from the NABBA Bridge website at www.nabbabridge.org

Commercial Advertising Guidelines

Commercial advertisements should be submitted according to the following guidelines:

- JPEG or high resolution PDF file format
- RGB color (greyscale is also fine)
- Minimum 300 DPI

The ad should have a display size of approximately:

4.75 inches HIGH (1,425 pixels) x 5.25 inches WIDE (1,575 pixels)

For advertising rates, please contact Douglas Yeo at the email address below.

NABBA Member Band Advertising Guidelines

The Bridge is continuing its policy of printing ads from NABBA member bands free of charge on a space available basis. Ads are subject to approval by *The Bridge* editor and no more than one ad for a given NABBA member band will be printed per year. NABBA member band advertisements should be submitted according to the commercial advertisement guidelines (above) with the exception that NABBA member band advertisements should be the following size:

2.5 inches HIGH (750 pixels) x 5.25 inches WIDE (1,575 pixels)

Please contact Douglas Yeo before sending your ad to discuss space availability and ad content.

Style Sheet for Writers

The Brass Band Bridge is designed and produced using Adobe *InDesign CS2*, Adobe *Acrobat 7.0*, Adobe *Photoshop* and Microsoft *Word*. Those submitting materials for inclusion in *The Bridge* should keep in mind the following guidelines which will make the editing and layout process go more smoothly:

- Submit text as a Microsoft Word file email attachment; do not send text imbedded in an email message.
- All text should be in 12 point “Times” typeface. Do not format text (no bold or italic text - that formatting is added after text is imported into InDesign).
- All text is subject to editing. Please avoid the use of serial commas and dangling participles. Please check your work carefully for spelling (I cannot read your mind when it comes to names of people), grammar and punctuation.
- When submitting band concert programs, please submit EXACTLY in the following format.

Header with band name, conductor:

Black Dyke Band, Nicholas Childs, conductor.

Sub-header with date and location:

July 4, 2006. Carnegie Hall, New York, New York.

For works with a composer:

The Year of the Dragon (Philip Sparke)

For works with a composer and arranger:

Liberty Fanfare (John Williams, arr. Steve Sykes)

For works with a soloist:

Mr. Nice Guy (Adrian Drover - George Roberts, bass trombone solo)

Separate all music entries with a comma; a submission should look like this example:

Black Dyke Band, Nicholas Childs, conductor.
July 4, 2006. Carnegie Hall, New York, New York. The Year of the Dragon
(Philip Sparke), Liberty Fanfare (John Williams, arr. Steve Sykes), Mr. Nice Guy
(Adrian Drover – George Roberts, bass trombone solo).

- Photos that accompany articles should be high resolution; photos taken with a cell phone or low resolution digital camera will not display well in *The Bridge*. Single photos may be emailed to Douglas Yeo; multiple photos to accompany an article or announcement should be burned to CD and sent by mail (9 Freemont Street, Lexington, MA 02421 USA). All photos should be sent with an accompanying caption document (Microsoft Word attachment). All photos are subject to being cropped or resized prior to publication; photo CDs cannot be returned.