Advertising in Indiana University Press/Journals 2014/2015

Advertising in the prestigious scholarly journals included in the IU Press/Journals list will ensure that your message reaches the precise community you need to inform. Low ad rates help you get the most out of your print advertising dollars.

Terms

All ads are subject to the publisher’s approval. All ads must have an insertion order with complete contact information for the advertiser (name, phone, fax, billing address, and email address). All materials are due by the closing dates.

Advertisers may not cancel reserved ad space on or after the insertion deadline. Prepayment is required of first-time advertisers. Invoices and tear sheets will be sent after publication. Payment terms are 30 days from invoice date.

PRINT ADVERTISING

Discounts

A 25% discount is given to advertisers who reserve space in two issues (for semiannuals) or in three or more issues (for triannuals and quarterlies).

A 10% discount is given to advertisers who reserve a two-page spread.

A 15% discount is given to agencies. Agencies are responsible for their clients’ ad costs.

Submission

Only 300 dpi print-optimized PDF files are accepted.

All fonts must be embedded.

The dimensions of the files must match the dimensions of the reserved ad space.

Files should be submitted as uncompressed attachments to llbannis@indiana.edu.

ONLINE ADVERTISING

Targeted at the journal title level, including individual issues, table of contents, journal home pages, and article pages.

Specifications

Only 300 x 250 pixel static unanimated ads will be accepted.

Acceptable file formats are gif, jpeg and png. Maximum file size is 100 KB. Images should be optimized for the web with a resolution of 72 dpi.

Ad pricing is per journal. Ads run for three months.

All ads should be reserved by insertion order.

Invoices and screen shots will be sent following ad posting.

Payment is due 30 days from invoice date.

Each ad may appear in rotation with other ads in the same location.

Deadlines

All ads must be received 10 days in advance of run date.

Submission

Please email your ad art file to llbannis@indiana.edu.

Include the reservation number in the file name.

Also include the click-through URL when the artwork is submitted.

ADVERTISING CONTACT

Linda Bannister
Journals Marketing Manager
Office of Scholarly Publishing
Indiana University Press
Voice: 812.855.9449
Email: llbannis@indiana.edu
## AD RATES/CALENDAR

Circulation refers to print only.

<table>
<thead>
<tr>
<th>Journal</th>
<th>Circulation</th>
<th>Ad size</th>
<th>Art size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>African Conflict and Peacebuilding Review</strong></td>
<td>150</td>
<td>4.5 x 7.5”</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td><strong>Black Camera</strong></td>
<td>350</td>
<td>4.5 x 3.625”</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td><strong>Ethics &amp; The Environment</strong></td>
<td>200</td>
<td>4.5 x 7.5”</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td><strong>Film History</strong></td>
<td>800</td>
<td>6.25 x 8.25”</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td><strong>History &amp; Memory</strong></td>
<td>650</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
<td></td>
</tr>
<tr>
<td><strong>Israel Studies</strong></td>
<td>400</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
<td></td>
</tr>
<tr>
<td><strong>Jewish Social Studies</strong></td>
<td>400</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
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<tr>
<td><strong>Journal of Feminist Studies in Religion</strong></td>
<td>950</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
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</tr>
<tr>
<td><strong>Journal of Folklore Research</strong></td>
<td>450</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
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<tr>
<td><strong>Journal of Modern Literature</strong></td>
<td>750</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
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</tr>
<tr>
<td><strong>Meridians</strong></td>
<td>300</td>
<td>4.5 x 3.625”</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td><strong>Philosophy of Music Education Review</strong></td>
<td>375</td>
<td>4.5 x 3.625”</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td><strong>Prooftexts</strong></td>
<td>375</td>
<td>4.5 x 3.625”</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td><strong>Research in African Literatures</strong></td>
<td>650</td>
<td>4.5 x 3.625”</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td><strong>Spectrum</strong></td>
<td>450</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
<td></td>
</tr>
<tr>
<td><strong>Teaching &amp; Learning Inquiry</strong></td>
<td>450</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
<td></td>
</tr>
<tr>
<td><strong>Victorian Studies</strong></td>
<td>2,100</td>
<td>4.5 x 7.5”</td>
<td>$275</td>
<td></td>
</tr>
</tbody>
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### Closing Dates

- **Film History**: Vol. 26:3 1 September 14
- **History & Memory**: Vol. 26:2 1 August 14
- **Israel Studies**: Vol. 20:2 1 April 15
- **Jewish Social Studies**: Vol. 20:3 1 April 15
- **Journal of Feminist Studies in Religion**: Vol. 33:3 1 September 14
- **Journal of Folklore Research**: Vol. 45:4 1 September 14
- **Journal of Modern Literature**: Vol. 37:4 1 September 14
- **Meridians**: Vol. 12:2 1 September 14
- **Philosophy of Music Education Review**: Vol. 22:2 1 November 14
- **Prooftexts**: Vol. 46:2 1 March 15
- **Research in African Literatures**: Vol. 46:3 1 June 15

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