

THE JOURNAL OF ADVERTISING

CLOSING DATES

<u>Issue / Pub date</u>	<u>Reservations</u>	<u>Materials</u>
March 1	December 15	January 2
June 1	March 15	April 1
September 1	June 15	July 1
December 1	September 15	October 1

SIZE, COST, AND MECHANICAL REQUIREMENTS

Trim size: 8.5" x 11" — no bleed.

<u>Space</u>	<u>Ad Size</u>	<u>Rates</u>	<u>4x Contract</u>
Full page, b/w	7" x 9-3/4"	\$ 300	\$ 960
Half page horizontal, b/w	7" x 4.625"	\$ 200	\$ 640
Half page vertical, b/w	3-1/2" x 9-1/4"	\$ 200	\$ 640
Outside back cover, 2-color*	7" x 9-3/4"	\$ 450	<i>no contract available</i>

Must use blue (pms 308) and red (pms 1805) — no black!

To avoid any last minute delays in production, please ask your design department to follow the specs closely —

Black and white only. Artwork should be high resolution, (line drawing and type 600 dpi minimum; photos 300 dpi), press optimized pdfs, converted to grayscale and distilled with fonts embedded. No true type fonts. Exclude crop marks. Pages must be printed to file at 100%, to the correct orientation, using the dimensions of the journal page (8.5x11"), with ad image measurements matching the final print area.

Files may be emailed to: bladd@mesharpe.com or sent on a CD to: B.Ladd, Advertising Manager, M.E.Sharpe Inc., 80 Business Park Drive, Armonk, NY 10504.

COPY AND CONTRACT REGULATIONS

Advertising content is subject to approval of the publisher. Advertiser and advertising agency assume liability for ad content and for any claims arising.

COMMISSIONS, DISCOUNTS, FEES

Standard 15% commission to recognized agencies.

Multiple page discount: 10% on two or more full pages in a single issue.

Quantity discount: 20% by contract for four consecutive issues.

First-time advertisers must prepay. Payment should be made by check or money order in U.S. funds drawn on a U.S. bank, or with any of these major credit cards: American Express, MasterCard, and Visa.

ADVERTISING CONTACT

Barbara Ladd — Email: bladd@mesharpe.com • Tel: 914-273-1800 ext 121

For more information about this journal visit our website:
www.mesharpe.com — click on "journals", then select the journal name.