

# Journal of Personal Selling & Sales Management

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## CLOSING DATES

### Issue / Pub date

March 1  
June 1  
September 1  
December 1

### Reservations

December 15  
March 15  
June 15  
September 15

### Materials

January 2  
April 1  
July 1  
October 1

## SIZE, COST, AND MECHANICAL REQUIREMENTS

Trim size: 8.5" x 11" — no bleed.

### Space

Full page, black & white  
Half page (b/w) horizontal  
Half page (b/w) vertical

### Ad sizes

7" x 9-1/2"  
7" x 4-1/2"  
3-1/2" x 9-1/4"  
7" x 9-1/2"

### Full price rates

<u>1x</u>	<u>4x</u>
\$250	\$200
\$150	\$120
\$150	\$120
\$400	\$320

Back cover \*

*Second color option: PMS 293c blue*

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](mailto: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.

For more information about this journal visit our website: [www.mesharpe.com](http://www.mesharpe.com) — click on "journals" — select the journal name.