

# MARKETING EDUCATION REVIEW



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## CLOSING DATES

Spring —  
Summer —  
Fall —

### Reservations

January 15  
March 15  
June 15

### Materials

February 15  
April 15  
July 15

## SIZE, COST, AND MECHANICAL REQUIREMENTS

Trim size: 8.5" x 11" — no bleed.

|                            | Ad size         | Full price rates |       |
|----------------------------|-----------------|------------------|-------|
|                            |                 | 1x               | 3x    |
| Full page, black & white   | 7" x 9-1/2"     | \$250            | \$200 |
| Half page (b/w) horizontal | 7" x 4-1/2"     | \$150            | \$120 |
| Half page (b/w) vertical   | 3-1/2" x 9-1/4" | \$150            | \$120 |
| Back cover *               | 7" x 9-1/2"     | \$400            | \$320 |

*Second color option: PMS 301c blue*

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

Black and white only (back cover exception noted above\*). 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.

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