

Challenge

THE MAGAZINE OF ECONOMIC AFFAIRS

Published Since 1952

Paid subscribers: 823 • Paid circulation: 3,555
Avg. controlled circulation: 250 • Total circulation: 4,628

CLOSING DATES

Publishes 6 issues per year.

	<u>Reservations</u>	<u>Material</u>
January/February	11/15	11/21
March/April	1/15	1/22
May/June	3/15	3/22
July/August	5/15	5/22
September/October	7/15	7/22
November/December	9/15	9/22

SIZE, COST, AND MECHANICAL REQUIREMENTS

Trim size: 7" x 10" — no bleed.

Space	Ad Size	General Rates			Publisher's Rates		
		1x	3x	6x	1x	3x	6x
Full page (b/w)	6" x 9"	\$750	\$675	\$635	\$500	\$450	\$425
1/2-p. horiz (b/w)	5" x 3-3/4"	400	360	340	300	270	255
Inside covers (b/w)	6" x 9"	950	864	786	700	637	579
Outside back cover*	6" x 9"	950	864	786	700	637	579

*Second color option: PMS 295c 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 (7" x 10"), 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 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 is computed on space and position.

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

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For more information about this journal visit our website: www.mesharpe.com — click on "journals" — select **Challenge**.

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