

To book ad space, send a signed and completed copy of this form (2 pages) to j-advertising@press.uchicago.edu

For information about rates and deadlines, visit journals.uchicago.edu/advertising

ADVERTISEMENT 1

JOURNAL NAME _____

ADVERTISEMENT TYPE

FULL PAGE HALF PAGE WEB AD

(PRINT) ISSUE _____

OR (WEB) START DATE _____ END DATE _____ UNIT PRICE _____

ADVERTISEMENT 2

JOURNAL NAME _____

ADVERTISEMENT TYPE

FULL PAGE HALF PAGE WEB AD

(PRINT) ISSUE _____

OR (WEB) START DATE _____ END DATE _____ UNIT PRICE _____

ADVERTISEMENT 3

JOURNAL NAME _____

ADVERTISEMENT TYPE

FULL PAGE HALF PAGE WEB AD

(PRINT) ISSUE _____

OR (WEB) START DATE _____ END DATE _____ UNIT PRICE _____

SUBTOTAL _____

Please complete billing and discount information on following page.

PRINT ADS

Print ads should be submitted as print-ready, black & white PDF files with images and fonts embedded. Artwork must be submitted by the artwork deadline listed for each issue. To inquire about color advertising or cover placements, contact j-advertising@press.uchicago.edu.

WEB ADS

Acceptable file formats: .GIF, .JPEG, .PNG

All ads are 310 pixels wide by 250 pixels high. No animations. Artwork, alt text, and URLs must be received at least one week in advance of start date. Ads may be in rotation with a maximum of 5 ads running at any given time.

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CONTACT INFORMATION

ADVERTISER NAME _____

AGENCY NAME (optional) _____

PRIMARY CONTACT NAME _____

PRIMARY CONTACT EMAIL _____

PHONE (optional) _____

BILLING DETAILS

BILL TO ADVERTISER AGENCY PO # (optional) _____

BILLING CONTACT NAME _____

BILLING CONTACT EMAIL (optional) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

INVOICE AFTER PUBLICATION (standard) INVOICE IMMEDIATELY

DISCOUNTS

MARK ANY THAT APPLY (discounts do not stack)

BOOK REVIEW DISCOUNT (25%)
An advertisement for a book that has been reviewed in a journal issue

BOOK AND SAVE (25%)
For advertisers booking three or more print ads

REPEAT ADVERTISER DISCOUNT (20%)

AGENCY DISCOUNT (20%)

ONLINE BUNDLE DISCOUNT
Save \$25 per web ad when advertising in multiple journals

SIGNATURE _____

DATE _____

SUBTOTAL (see previous page) \$ _____

TOTAL (with discounts) \$ _____

Payment is due 30 days from invoice notice. Accepted payment methods include credit card, check, wire transfer, and money order. The University of Chicago Press has the right to hold the advertiser and/or agency jointly and severally liable for monies due and payable to the publisher. All advertisements are subject to approval.

The advertiser and/or agency are entirely responsible for the lawfulness of all ad content and conformance to U.S. government regulations.

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