We offer a variety of advertising options to meet your needs. In addition to online advertising, we offer traditional print advertising to ensure your promotions are seen by a wide audience. Our journals are read by physicians, scientists, scholars, researchers, policy makers, administrators, practitioners, professionals and students.

If you are interested in discussing your advertising needs, receiving a sample journal issue, or reserving advertising, please contact our advertising manager at:

Chloe Lauer  
Journals Advertising Manager  
The University of Wisconsin Press  
1930 Monroe St., 3rd Floor  
Madison, WI 53711  
phone (608) 263-0534 | fax (608) 263-1173 | e-mail journal.ads@uwpress.wisc.edu

Terms and Policies
1. Invoices are issued at time of journal mailing.  
2. No cash discounts; no agency discounts.  
3. All ad copy must be approved by the publisher before insertion.  
4. No conditions appearing on the contract, order, or copy which conflict with the publisher’s policies will be binding on the publisher.  
5. Failure to make the order correspond, in price or otherwise, with the rate schedule is regarded as only a clerical error, and publication is made and charged for upon the terms of the schedule in force without notice.  
6. If change of copy is not received by deadline, previous copy will be used.  
7. The publisher’s liability for any error will not exceed the cost of the advertising space.  
8. Notice of cancellation must be received by closing date.  
9. Only cover positions are guaranteed.

Specifications
In general, unless you have in-house design staff, we highly recommend using the services of a graphic designer or an ad agency. We require press quality Adobe Acrobat PDF files, which will have fonts embedded, and images of at least 300 ppi, in grayscale.

1. Ads must be at final size, per dimensions listed on the following page, with no bleeds.  
2. Ads must be in grayscale. We do not accept RGB for print. Exceptions: Native Plants Journal accepts CMYK color ads, and American Orthoptic Journal and Ecological Restoration may accept a CMYK color ad in limited circumstances.  
3. If at all possible, art should be created from electronic files, NOT scans. If absolutely necessary, artwork may be scanned, with a resolution of at least 300 dpi at final reproduction size or larger.  
4. Fonts must be embedded or outlined.  
5. We do not accept ads created in Microsoft Word or Publisher. Please use a graphics program such as Adobe Photoshop, InDesign, or Illustrator to create your press quality PDF.

Deadlines & Pricing
Please see following page.

A 20% volume discount applies to each insertion when two or more reservations are made at the same time. Multiple insertions may be in the same issue, same volume, or your choice of two or more journals.
### Print Advertising Information (2014)

<table>
<thead>
<tr>
<th>Vol/Issue, Art Due</th>
<th>Contemporary Literature</th>
<th>Journal of Human Resources</th>
<th>Luso-Brazilian Review</th>
<th>Monatshefte</th>
<th>SubStance</th>
</tr>
</thead>
</table>

- **Full Page** 4.75" x 7.75"
  - Contemporary Literature: $530
  - Journal of Human Resources: $530
  - Luso-Brazilian Review: $510
  - Monatshefte: $510
  - SubStance: $510

- **Half Page** 4.75" x 3.75"
  - Contemporary Literature: $440
  - Journal of Human Resources: $440
  - Luso-Brazilian Review: $410
  - Monatshefte: $410
  - SubStance: $410

- **Cover** 2, 3, 4 (b/w)
  - Contemporary Literature: $560
  - Journal of Human Resources: $560
  - Luso-Brazilian Review: $540
  - Monatshefte: $540
  - SubStance: —

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<table>
<thead>
<tr>
<th>Vol/Issue, Art Due</th>
<th>American Orthoptic Journal</th>
<th>Land Economics</th>
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<tbody>
<tr>
<td></td>
<td>91:3 - May 1, 2015</td>
<td>91:4 - August 7, 2015</td>
</tr>
<tr>
<td></td>
<td>92:1 - November 2, 2015</td>
<td>92:2 - November 2, 2015</td>
</tr>
</tbody>
</table>

- **Full Page** 5.5" x 8"
  - American Orthoptic Journal: $640
  - Land Economics: $530

- **Half Page** 5.5" x 4"
  - American Orthoptic Journal: $540
  - Land Economics: $440

- **Cover** 2, 3, 4 (color)
  - American Orthoptic Journal: Color, $2165
  - Land Economics: —

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<table>
<thead>
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<th>Vol/Issue, Art Due</th>
<th>Arctic Anthropology</th>
<th>Landscape Journal</th>
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<tbody>
<tr>
<td></td>
<td>51:2 - January 9, 2015</td>
<td>33:2 - January 12, 2015</td>
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<tr>
<td></td>
<td>52:2 - November 9, 2014</td>
<td>34:2 - November 6, 2015</td>
</tr>
</tbody>
</table>

- **Full Page** 7" x 9.5"
  - Arctic Anthropology: $450
  - Landscape Journal: $510

- **Half Page** 7" x 4.75"
  - Arctic Anthropology: $375
  - Landscape Journal: $410

- **Cover** 3 (b/w)
  - Arctic Anthropology: —
  - Landscape Journal: $540

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<table>
<thead>
<tr>
<th>Vol/Issue, Art Due</th>
<th>Ecological Restoration</th>
<th>Native Plants Journal</th>
</tr>
</thead>
<tbody>
<tr>
<td>33:2 - April 1, 2015</td>
<td>16:3 - September 22, 2015</td>
<td></td>
</tr>
<tr>
<td>33:3 - June 22, 2015</td>
<td></td>
<td></td>
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<td>33:4 - September 10, 2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>34:1 - December 14, 2015</td>
<td></td>
<td></td>
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</table>

- **Full Page** 6.75" x 9.5"
  - Ecological Restoration: $415
  - Native Plants Journal: $480
  - Color, $630

- **Half Page Horz. 6.75" x 4.5"
  - Ecological Restoration: $315
  - Native Plants Journal: $300
  - Color, $380

- **Half Page Vert. 6.75" x 4.5"
  - Ecological Restoration: —
  - Native Plants Journal: $300
  - Color, $380

- **Quarter Page 3.25" x 4.5"
  - Ecological Restoration: $250
  - Native Plants Journal: $205
  - Color, $230

- **Cover** 2 or 3 (b/w)
  - Ecological Restoration: $475
  - Native Plants Journal: $815

- **Cover** 2 or 3 (color)
  - Ecological Restoration: Color, $695
  - Native Plants Journal: Color, $915