

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:

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Journals Advertising  
The University of Wisconsin Press  
1930 Monroe St., 3rd Floor  
Madison, WI 53711 USA

### 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.

### Deadlines & Pricing

See also 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.

### 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.

## Print Advertising Information (2017)

	African Economic History	Contemporary Literature	Ghana Studies	Journal of Human Resources	Luso-Brazilian Review	Monatshefte	SubStance
<b>Vol/Issue, Art Due</b>	45:1, Mar. 24, 2017 45:2, Sept. 21, 2017	57:4, Apr. 20, 2017 58:1, June 2017 58:2, Aug 2017	20, Sept. 23, 2017	52:2, Mar. 29, 2017 52:3, May 16, 2017 52:4, Sept 5, 2017	54:1, Apr. 11, 2017 54:2, Oct. 27, 2017	109:2, Apr 12, 2017 109:3, Aug 9, 2017 109:4, Nov. 5, 2017 110:1, Jan. 11, 2018	46:2, July 6, 2017 46:3, Sept. 5, 2017 47:1, Feb. 9, 2018
<b>Full Page</b> 4.75" x 7.75"	\$510	\$530	\$510	\$530	\$510	\$510	\$510
<b>Half Page</b> 4.75" x 3.75"	\$410	\$440	\$410	\$440	\$410	\$410	\$410
<b>Cover</b>	Cover 2 or 3 b/w, \$540	Cover 2 or 3 b/w, \$560	Cover 2 or 3 b/w, \$540	Cover 3 b/w, \$560	Cover 2 or 3 b/w, \$540	Cover 2, 3, or 4 b/w, \$540	—

	American Orthoptic Journal	Land Economics
<b>Vol/Issue, Art Due</b>	67, Sept. 2017	93:3, May 10, 2017 93:4, Aug. 9, 2017 94:1, Nov. 11, 2017 94:2, Feb. 17, 2018
<b>Full Page</b> 5.5" x 8"	\$640	\$530
<b>Half Page</b> 5.5" x 4"	\$540	\$440
<b>Cover</b>	Cover 2, 3, 4 b/w, \$915	Cover 2, 3, 4 Color, \$2165
		Cover 3 or 4 b/w, \$560

	Arctic Anthropology	Landscape Journal
<b>Vol/Issue, Art Due</b>	54:1, July 7, 2017 54:2, Dec. 10, 2017	35:2, June 1, 2017 36:1, Nov., 2017
<b>Full Page</b> 7" x 9.5"	\$510	\$510
<b>Half Page</b> 7" x 4.75"	\$410	\$410
<b>Cover</b>	—	Cover 3 or 4 b/w, \$540

	Ecological Restoration	Native Plants Journal
<b>Vol/Issue, Art Due</b>	35:2, Mar. 28, 2017 35:3, June 22, 2017 35:4, Sept. 13, 2017	18:1, Mar. 27, 2017 18:2, (Directory Issue), June 27, 2017 18:3, Sept. 27, 2017
<b>Full Page</b> 6.75" x 9.5"	\$415	\$480      Color, \$630
<b>Half Page</b> 6.75" x 4.5"	\$315	\$300      Color, \$380
<b>Quarter Page</b> 3.25" x 4.5"	\$250	\$205      Color, \$230
<b>Cover</b>	Cover 2 or 3 b/w, \$475	Cover 2 or 3 color, \$695
		—      Cover 2 or 3 color, \$915