

ACADEME

MAGAZINE OF THE AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS

WHO WE ARE

Academe is the bimonthly magazine of the American Association of University Professors. *Academe* focuses on issues affecting faculty and higher education. Feature articles examine contingent appointments, online education, intellectual property, shared governance, faculty collective bargaining, higher education funding, and other timely academic issues. Book reviews cover new releases in higher education. Electronic newsletters introduce each new issue.

2018 ISSUES

January/February

March/April: The salary survey issue (a comprehensive listing of faculty compensation at institutions across the United States)

May/June

July/August: The *Bulletin* (An annual volume of Association reports and official business)

September/October

November/December

READER PROFILE

GEOGRAPHIC BREAKDOWN

NORTHEAST 16,466

CT, ME, MA, NH, NJ, NY, PA, RI, VT

MIDWEST 11,525

IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI

SOUTH 4,582

AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV

WEST 5,991

AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY

FOREIGN/OTHER 22

TOTAL 38,656

CIRCULATION BREAKDOWN

83% Full-time faculty

12% Part-time faculty

2% Retired faculty

1% Subscribers

1% Friends of faculty

1% Grad students

DIGITAL ADVERTISING

WEBSITE

Become a sponsor by placing a sidebar ad on all *Academe* magazine issue and article pages of the AAUP website.

Website Ad Rates (net)

One month \$840

Three months \$2,100

Six months \$3,990

Twelve months \$7,560

Website Ad Mechanical Specifications

Advertiser supplies jpg file and URL for ad link.

Width: 275 pixels; Height: 275 pixels

E-NEWSLETTERS

Sponsor an issue of the *Academe* electronic newsletter, which goes to members. Sponsors receive the exclusive right to advertise in the e-newsletter. Print advertisers receive a discount on sponsorship.

E-Newsletter Ad Rates (net)

With print ad \$4,200

Newsletter only \$5,100

E-Newsletter Deadlines

	Space	Materials	Send Date
Jan/Feb	1/3	1/10	1/17
March/April	3/27	4/3	4/10
May/June	5/8	5/15	5/22
July/August	7/24	7/31	8/7
Sept/Oct	9/4	9/11	9/18
Nov/Dec	11/1	11/8	11/15

E-Newsletter Ad Mechanical Specifications

Advertiser supplies jpg file and URL for ad link.

Width: 600 pixels; Height: 200 pixels

For more information contact Jeff Leonard at (215) 675-9208, or jeff@leonardmedia.com.

2018 PRINT ADVERTISING RATES & DEADLINES

General Advertising Rates

Size	1x	3x	6x
Spread	\$5,000	\$4,435	\$4,065
Full Page	\$2,955	\$2,730	\$2,560
2/3 Page	\$2,280	\$2,105	\$1,935
1/2 Page	\$1,810	\$1,705	\$1,540
1/3 Page	\$1,370	\$1,260	\$1,150
1/6 Page	\$760	\$700	\$630

Agency commission: 15% of gross to recognized advertising agencies. In-house agencies do not qualify for commissions.

Print Advertising Deadlines

Issue	Space	Materials	Mail Date
Jan/Feb	11/21	11/30	1/17
March/April	3/1	3/8	4/10
May/June	4/3	4/11	5/22
July/August	6/29	7/5	8/7
Sept/Oct	7/31	8/8	9/18
Nov/Dec	9/27	10/5	11/15

Nonprofit Advertising Rates

Size	1x	3x	6x
Spread	\$3,750	\$3,325	\$3,050
Full Page	\$2,220	\$2,045	\$1,920
2/3 Page	\$1,710	\$1,580	\$1,455
1/2 Page	\$1,360	\$1,280	\$1,160
1/3 Page	\$1,030	\$945	\$865
1/6 Page	\$570	\$530	\$475

Positioning premiums: Back cover: 15% additional.
Cover 2 or 3: 10% additional.

TO ADVERTISE, PLEASE CONTACT

Jeff Leonard at (215) 675-9208, or
jeff@leonardmedia.com

MATERIALS TO

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AAUP, 1133 Nineteenth St., NW, Suite 200,
Washington, DC 20036-3655

PRINT EDITION MECHANICAL SPECIFICATIONS

Full-page ad trim size: 8.25 x 10.875"

Full-page bleed: 8.5 x 11.125"

Live image: 8 x 10.5"

2/3-page ad: 4.625" x 8.75"

Half-page horizontal ad: 7 x 5"

Half-page island ad: 4.125 x 7"

1/3-page vertical ad: 2.5 x 8.75"

1/3-page square ad: 4.25 x 4.5"

1/6-page ad: 2 x 4.75"

Full-page spread trim size: 16.5 x 10.875"

Full-page spread bleed: 17 x 11.125"

- Art should be at least 300 dpi at the desired print size and originate in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, QuarkExpress, or Macromedia Freehand.
- Proofs must be supplied for all 4-color ad materials. Without an accurate color proof, the publisher cannot be held responsible for the outcome of the color.
- Deviation from these guidelines may require additional time or cost, and/or sacrifice reproduction predictability.
- Simple text ads can be laid out for a fee.

ADVERTISING TERMS & CONDITIONS

- Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. The advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertising at any time. The publisher reserves the right to insert the word "advertisement" above or below any copy.
- Cancellations or changes in orders must be received in writing one week before the materials due date. Changes will be accommodated at the publisher's discretion.
- The advertiser and/or its advertising agency shall be jointly and severally liable for all money due and payable to the publisher for advertising that was ordered and published.

- Except for paid premium positions, positioning of advertisements is at the discretion of the publisher. The publisher will make a good faith effort to accommodate advertisers' position requests.
- Insertion orders are subject to the provisions of this rate card.
- The publisher's liability for any error will not exceed the cost of the space reserved.
- Individuals or organizations not known to the American Association of University Professors are required to pay in advance for their first insertion.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.
- Advertisements for AAUP election candidates must be so identified and identified as paid for by the authorizing campaign organization.