

ACADEME

MAGAZINE OF THE AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS

WHO WE ARE

Academe is the magazine of the American Association of University Professors. The magazine offers advertising opportunities in four print issues per year and seven electronic newsletters, which supplement print issues with online-only features and other digital content. *Academe* focuses on issues affecting faculty members and higher education. Feature articles examine academic freedom and free speech, contingent faculty appointments, online education, intellectual property, shared governance, faculty collective bargaining, higher education funding, and other timely academic issues. Book reviews focus on titles of interest to a broad higher education audience.

2021 PRINT ISSUES

Winter: "Teaching and Academic Freedom"

Spring: "A New Deal for Higher Education"

Summer: The *Bulletin* (an annual volume of Association reports and official business)

Fall: Back-to-school issue

READER PROFILE

All members have access to mailed copies and the complete PDF of the print edition, which includes print ads.

TOTAL AAUP MEMBERS 43,581

CIRCULATION BREAKDOWN

83% Full-time faculty
13% Part-time faculty
2% Retired faculty
2% Libraries and subscribers; friends of faculty

DIGITAL READERSHIP

Nonmembers on our email prospect list will receive e-newsletters with ads. Website ads are visible to the general public on all *Academe* article and issue pages.

E-NEWSLETTER CIRCULATION 94,938

AVERAGE MONTHLY WEB PAGE VIEWS 23,383

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 \$950

Three months \$2,285

Six months \$4,350

Twelve months \$8,210

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 nearly 97,500 members and prospects. Sponsors receive the exclusive right to advertise in the e-newsletter.

E-Newsletter Ad Rates (net)

1x/year	3x/year	5x/year	7x/year
\$3,625	\$3,425	\$3,185	\$2,900

E-Newsletter Deadlines

Issue/ <i>print edition</i>	Space	Materials	Send Date
February <i>Winter</i>	1/23	1/30	2/9
March	3/10	3/17	3/23
May <i>Spring</i>	4/18	4/25	5/4
August <i>Bulletin</i>	7/21	7/28	8/2
September	8/25	9/1	9/2
October <i>Fall</i>	9/24	10/1	10/14
December	11/17	11/24	12/1

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.

2021 PRINT ADVERTISING RATES & DEADLINES

General Advertising Rates

Size	1x	2x	4x
Spread	\$5,450	\$4,840	\$4,440
Full Page	\$3,225	\$2,980	\$2,800
2/3 Page	\$2,500	\$2,300	\$2,110
1/2 Page	\$1,970	\$1,860	\$1,680
1/3 Page	\$1,500	\$1,375	\$1,260
1/6 Page	\$830	\$765	\$685

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
Winter	12/17	12/23	2/9
Spring	3/16	3/25	5/6
Summer <i>Bulletin</i>	6/16	6/23	8/2
Fall	8/25	9/3	10/15

Nonprofit Advertising Rates

Size	1x	2x	4x
Spread	\$4,050	\$3,620	\$3,320
Full Page	\$2,475	\$2,230	\$2,095
2/3 Page	\$1,865	\$1,725	\$1,585
1/2 Page	\$1,500	\$1,395	\$1,265
1/3 Page	\$1,120	\$1,030	\$945
1/6 Page	\$620	\$580	\$520

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

Sarah Mink, Editorial Assistant

smink@aaup.org

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.