

SAGE PUBLICATIONS

ADVERTISING RATES & SPECIFICATIONS

- Print
- Online
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- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions

SOCIAL SCIENCE MEDIA KIT

Effective January 2014

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2014 Product Offerings

PRINT

Extend your brand's awareness through display advertising in the print journal. Additional high-impact opportunities include *cover tips*, *bellyband wraps* around the journal, and *inserts/outserts* polybagged with a journal issue.

DIGITAL

Online Banner Ads Interact with your audience online with a *leaderboard* or *skyscraper* banner ad placed on a Journal homepage hosted on the SAGE Journals platform. Custom expandable and roadblock banners may also be available.

Mobile Deliver your ad to the palm of your customer's hand via a SAGE Journals mobile website, allowing users to access your product online directly from a mobile device.

E-Newsletters Endorse highly respected research and organizations in your market with a single sponsorship to a Society endorsed newsletter.

eTOC Alerts Bring your product to the forefront by placing a banner ad on a Table of Contents Alert email, the first touch a subscriber receives when a new issue is made available online and prior to the print issue mailing.

INDUSTRY EDUCATION OPPORTUNITIES

Sponsored Collections As an industry partner, you have the opportunity to provide open access to leading peer-reviewed content from SAGE journals. This Journal sponsored collection allows you to highlight specific articles and research pertinent to your business and product lines. You will receive Sponsor recognition on the journal home page with links to the Collections page, where your company will be recognized through a leaderboard or skyscraper banner ad.

Article Reprints Provide your target audience with article reprints discussing specific products, therapies, or topics related to your company as additional marketing collateral. Reprints can be provided in print, online, and even translated into a local language for a key market.

Pocket Article Add customer value with a Pocket Article Card at your next conference or customer event. This handy business card is a convenient way to brand your company and website while providing industry knowledge to your customers with access to a free article.

Supplements Peer-reviewed journal supplements provide you with a credible, objective means to publish themed-articles on topics related to your company's business.

Sponsored Subscriptions Partner with a SAGE society journal and identify yourself as an educational partner in your field by sponsoring a full-year print subscription for your target audience. Your sponsorship will be recognized with a company-specific communication polybagged with the first issue as well as recognition on each cover issue throughout the year.

Microsites Brand your company as the leader in the field by developing a destination website that focuses on a specific topic in your industry. Relevant journal content from all SAGE journals and links to Sponsor-specific information such as webinars, product information, and corporate sites, will populate this microsite.

JOURNAL LIST (U.S. OFFICE ONLY)

JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE	JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE
<i>(for ad sizes, see chart under "Artwork Specifications")</i>					
Administration and Society	(1,3,4,5,7,9,10,11)	(C) 5.5 x 8.5	Criminal Justice Policy Review	(3,6,9,12)	(C) 6 x 9
Administrative Science Quarterly	(3,6,9,12)	(B) 7 x 10	Criminal Justice Review	(3,6,9,12)	(B) 6.875 x 10
Adult Education Quarterly	(2,5,8,11)	(C) 6x9	Cross-Cultural Research	(2,5,8,11)	(C) 5.5 x 8.5
Adult Learning	(2,5,8,11)	(A) 8.375 x 10.875	Cultural Studies/Critical Methodologies	(2,5,8,11)	(A) 6 x 9
Advances in Developing Human Resources	(2,5,8,11)	(C) 6x9	*Current Directions in Psychological Science		
Affilia	(2,5,8,11)	(C) 6.875 x 10	East European Politics and Societies	(2,5,8,11)	(B) 6 x 9
Alternatives	(2,5,8,11)	(B) 6.87 x 10	Economic Development Quarterly	(2,5,8,11)	(A) 8.5 x 10.875
American Behavioral Scientist	(Monthly)	(C) 6x9	Education and Urban Society	(1,3,5,7,9,11)	(C) 5.5 x 8.5
*American Educational Research Journal			Educational Administration Quarterly	(2,4,8,10,12)	(C) 5.5 x 8.5
American Journal of Evaluation	(3,6,9,12)	(B) 6.75 x 9.875	Educational and Psychological Measurement	(2,4,6,8,10,12)	(C) 6 x 9
American Politics Research	(1,3,5,7,9,11)	(C) 5.5 x 8.5	*Educational Evaluation and Policy Analysis		
American Review of Public Administration	(1,3,5,7,9,11)	(B) 6.875 x 10	Educational Policy	(1/2,3,5,7,9,11)	(C) 5.5 x 8.5
*American Sociological Review			*Educational Researcher		
ANNALS of the American Academy of Political and Social Science, The	(1,3,5,7,9,11)	(C) 6.25 x 9.25	Electronic News	(3,6,9,12)	Online only**
Applied Psychological Measurement	(1,3,5,6,7,9,10,11)	(B) 6.875 x 10	Emerging Adulthood	(1,4,7,10)	(A) 8.375 x 10.875
Armed Forces & Society	(1,4,7,10)	(C) 6 X 9	Environment and Behavior	(1,3,5,7,9,11)	(C) 5.5 x 8.5
Assessment	(3,6,9,12)	(A) 8.375 x 10.875	Ergonomics in Design	(1,4,7,10)	(A) 8.375 x 10.875
Assessment for Effective Intervention	(3,6,9,12)	(A) 8.375 x 10.875	Evaluation Review	(2,4,6,8,10,12)	(C) 5.5 x 8.5
Behavior Modification	(1,3,5,7,9,11)	(C) 5.5 x 8.5	*Exceptional Children		
Bulletin of Science, Technology, & Society	(2,4,6,8,10,12)	Online only**	Family Business Review	(3,6,9,12)	(A) 8 x 10
Business & Society	(3,6,9,12)	(C) 5.5 x 8.5	Family Journal, The	(1,4,7,10)	(A)
Business Communication Quarterly	(3,6,9,12)	(C) 6 x 9	Feminist Criminology	(1,4,7,10)	(C) 6 x 9
Canadian Journal of School Psychology	(6,12)	(C) 6 x 9	Field Methods	(2,5,8,11)	Online only**
Career Development for Exceptional Individuals	(4,7,11)	(A) 8.375 x 10.875	Focus on Autism and Other Developmental Disabilities	(3,6,9,12)	(A) 8.375 x 10.875
Child Maltreatment	(2,5,8,11)	(A) 8.5 x 11	Games and Culture	(1,4,7,10)	(C) 6 X 9
Clinical Case Studies	(2,4,6,8,10,12)	Online only**	Gender & Society	(2,4,6,8,10,12)	(C) 6 X 9
*Clinical Psychological Science			General Music Today		(Contact SAGE)
Clothing and Textiles Research Journal	(1,4,7,10)	(B) 6.875 x 10	Gifted Child Quarterly	(1,4,7,10)	(A) 8.5 x 11
Communication Disorders Quarterly	(2,4,8,11)	(A) 8.375 x 10.875	Gifted Child Today	(1,4,7,10)	(A) 8.125 x 10.875
Communication Research	(2,4,6,8,10,12)	(C)	Group & Organization Management	(2,4,6,8,10,12)	(C) 5.5 x 8.5
Community College Review	(1,4,7,10)	(C) 6 x 9	Hispanic Journal of Behavioral Sciences	(2,5,8,11)	(C) 5.5 x 8.5
Comparative Political Studies	(Monthly)	(C) 5.5 x 8.5	Homicide Studies	(2,5,8,11)	(C) 6 x 9
Compensation & Benefits Review	(2,4,6,8,10,12)	(A) 8.125 x 10.875	Human Factors	(2,4,6,8,10,12)	(A) 6 7/8 x 10
*Contemporary Sociology			Human Resource Development Review	(3,6,9,12)	(C) 6 x 9
*Contexts			Humanity & Society	(2,5,8,11)	(C) 6 x 9
Cornell Hospitality Quarterly	(2,5,8,11)	(A) 8.375 x 10.875	Int'l Criminal Justice Review	(3,6,9,12)	(B) 6.875 x 10
Counseling Outcome Research and Evaluation	(6,12)	(B)	Int'l Journal of Offender Therapy and Comparative Criminology	(2,4,6,8,10,12)	(C) 6 x 9
Counseling Psychologist, The	(1,2,4,5,7,8,10,11)	(C) 5.5 x 8.5	Int'l Journal of Press & Politics, The	(1,4,7,10)	(C) 6.875 x 10
Crime & Delinquency	(1,4,7,10)	(C) 5.5 x 8.5	Int'l Regional Science Review	(1,4,7,10)	(C) 6 x 9
Criminal Justice Abstracts	(3,6,9,12)	(C)	Intervention in School and Clinic	(1,3,5,9,11)	(A) 8.375 x 10.875
Criminal Justice and Behavior	(Monthly)	(B) 6.875 x 10	Journal for the Education of the Gifted	(3,6,9,12)	(C) 6 x 9
			Journal of Accounting, Auditing & Finance	(1,4,7,10)	(B) 6.5 x 9.875

JOURNAL LIST (U.S. OFFICE ONLY)

JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE	JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE
<i>(for ad sizes, see chart under "Artwork Specifications")</i>					
Journal of Adolescent Research	(1,3,5,7,9,11)	Online only**	Journal of Management Education	(2,4,6,8,10,12)	(C) 5.5 x 8.5
Journal for the Education of the Gifted	(3,6,9,12)	(C) 6 x 9	Journal of Management Inquiry	(3,6,9,12)	(A) 8.5 x 10.875
Journal of Applied Behavioral Science, The	(3,6,9,12)	(C) 6 x 9	Journal of Marketing Education	(4,8,12)	(A) 8.5 x 10.875
Journal of Applied Social Sciences	(3,9)	(B) 6.875 x 10	Journal of Mixed Methods Research	(1,4,7,10)	(B) 6.875 x 10
Journal of Attention Disorders	(1,2,4,5,7,8,10,11)	(A) 8.375 x 10.875	Journal of Music Teacher Education		(Contact SAGE)
Journal of Black Psychology	(2,5,8,11)	(C) 5.5 x 8.5	Journal of Planning Education & Research	(3,6,9,12)	(A) 8.5 x 11
Journal of Black Studies	(1,3,5,7,9,11)	(C) 5.5 x 8.5	Journal of Planning History	(2,5,8,11)	(B) 6.875 x 10
Journal of Business Communication	(1,4,7,10)	(C) 6 x 9	Journal of Planning Literature	(2,5,8,11)	(A) 8.5 x 11
Journal of Business and Technical Communication	(1,4,7,10)	Online only**	Journal of Positive Behavior Interventions	(1,4,7,10)	(A) 8.375 x 10.875
Journal of Career Assessment	(2,5,8,11)	(B) 6.875 x 10	Journal of Psychoeducational Assessment	(3,6,9,12)	(B) 6.875 x 10
Journal of Career Development	(2,4,6,8,10,12)	(C) 6 x 9	Journal of Research in Crime and Delinquency	(2,5,8,11)	(C) 5.5 x 8.5
Journal of Cases in Educational Leadership	(3,6,9,12)	Online only**	Journal of Research in Music Education		(Contact SAGE)
Journal of Cognitive Engineering and Decision Making	(3,6,9,12)	(C) 6.875 x 10	Journal of Service Research	(2,5,8,11)	(A) 8.5 x 10.875
Journal of Communication Inquiry	(1,4,7,10)	(C) 6 x 9	Journal of Special Education, The	(2,5,8,11)	(A)
Journal of Conflict Resolution	(2,4,6,8,10,12)	(C) 6 x 9	Journal of Sport & Social Issues	(2,5,8,11)	(C) 6 x 9
Journal of Contemporary Criminal Justice	(2,5,8,11)	(C) 6 x 9	Journal of Sports Economics	(2,4,6,8,10,12)	(C) 6 x 9
Journal of Contemporary Ethnography	(2,4,6,8,10,12)	(C) 5.5 x 8.5	Journal of Studies in International Education	(2,5,7,9,11)	(C) 6 x 9
*Journal of Correctional Health Care					
Journal of Cross-Cultural Psychology	(1,2,4,5,7,8,10,11)	(B) 6.875 x 10	*Journal of Teacher Education		
Journal of Disability Policy Studies	(3,6,9,12)	(A) 8.375 x 10.875	Journal of the American Psychoanalytic Association	(2,4,6,8,10,12)	(C) 6 x 9
Journal of Drug Issues	(1,4,7,10)	(B) 6.875 x 10	Journal of Transformative Education	(1,4,7,10)	(C) 6 x 9
Journal of Early Adolescence, The	(2,4,6,8,10,12)	(C) 5.5 x 8.5	Journal of Travel Research	(1,3,5,7,9,11)	(A) 8.5 x 11
Journal of Early Intervention	(3,6,9,12)	(B) 6.875 x 10	Journal of Urban History	(1,3,5,7,9,11)	(B) 6.875 x 10
*Journal of Educational and Behavioral Statistics					
Journal of Emotional and Behavioral Disorders	(2,5,8,11)	(A) 8.375 x 10.875	*Journalism & Communication Monographs		
Journal of English Linguistics	(3,6,9,12)	(C) 6 x 9	*Journalism & Mass Communication Educator		
Journal of Environment & Development, The	(3,6,9,12)	Online only**	*Journalism & Mass Communication Quarterly		
Journal of Family History	(1,4,7,10)	(B) 6.875 x 10	Labor Studies Journal	(3,6,9,12)	(C) 6 x 9
Journal of Family Issues	(Monthly)	(C) 5.5 x 8.5	Latin American Perspectives	(1,3,5,7,9,11)	(C) 6.875 x 10
*Journal of Health and Social Behavior					
Journal of Hispanic Higher Education	(1,4,7,10)	(C) 6 x 9	Learning Disability Quarterly	(2,5,8,11)	(A) 8.375 x 10.875
Journal of Hospitality & Tourism Research	(2,5,8,11)	(C) 6 x 9	Management Communication Quarterly	(2,5,8,11)	Online only**
Journal of Humanistic Psychology	(1,4,7,10)	(C) 5.5 x 8.5	Measurement and Evaluation in Counseling and Development	(1,4,7,10)	(B) 6 7/8 x 10
Journal of Interpersonal Violence	(Monthly)	(C) 5.5 x 8.5	Men & Masculinities	(4,6,8,10,12)	Online only**
Journal of Language & Social Psychology	(3,6,9,12)	(C) 6 x 9	Modern China	(1,4,7,10)	(B) 5.5 x 8.5
Journal of Leadership and Organizational Studies	(2,5,8,11)	(A) 8.375 x 10.875	Music Educators Journal		(Contact SAGE)
Journal of Learning Disabilities	(1,3,5,7,9,11)	(A) 8.375 x 10.875	NASPP Bulletin	(3,6,9,12)	(C) 6 x 9
Journal of Literary Research	(3,6,9,12)	(C) 6 x 9	Nonprofit & Voluntary Sector Quarterly	(2,4,6,8,10,12)	(C) 6 x 9
Journal of Macromarketing	(3,6,9,12)	(A) 8.5 x 10.875	Organization & Environment	(3,6,9,12)	Online only**
Journal of Management	(1,3,5,7,9,11)	(C) 6.5 x 9.5	Organizational Research Methods	(1,4,7,10)	(B) 6.875 x 10
			Personality & Social Psychology Bulletin	(Monthly)	(A) 8.5 x 11
			Personality & Social Psychology Review	(2,5,8,11)	(A) 8.5 x 11
			*Perspectives on Psychological Science		
			Philosophy of the Social Sciences	(3,6,9,12)	(C) 5.5 x 8.5
			Police Quarterly	(3,6,9,12)	(C) 6 x 9

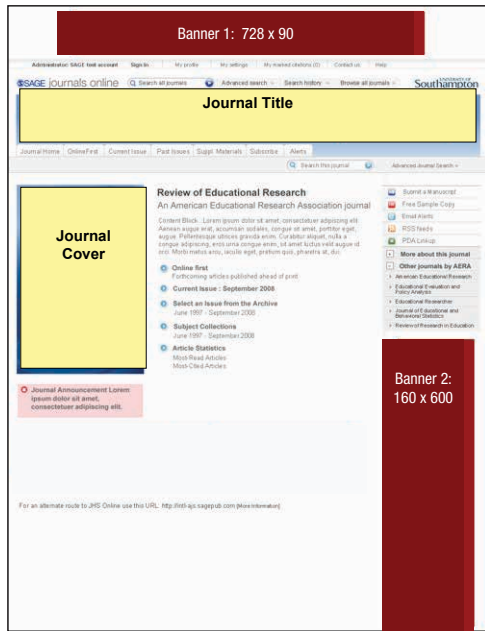
JOURNAL LIST (U.S. OFFICE ONLY)

JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE	JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE
<i>(for ad sizes, see chart under "Artwork Specifications")</i>					
Political Research Quarterly	(3,6,9,12)	(A) 8.125 x 10.875	Teaching of Psychology	(1,4,7,10)	(A) 8.375 x 10.875
Political Theory	(2,4,6,8,10,12)	(C) 5.5 x 8.5	Trauma, Violence & Abuse	(1,4,7,10)	Online only**
Politics & Society	(3,6,9,12)	(C) 6 x 9	Traumatology	(3,6,9,12)	(A) 8.5 x 11
Prison Journal, The	(3,6,9,12)	(C) 5.5 x 8.5	Update:Applications of Research in Music Education		(Contact SAGE)
*Psychological Science			Urban Affairs Review	(1,3,5,7,9,11)	(C) 5.5 x 8.5
*Psychological Science in the Public Interest			Urban Education	(1,3,5,7,9,11)	(C) 5.5 x 8.5
Psychology of Women Quarterly	(3,6,9,12)	(A) 8.5 x 11	Violence Against Women	(Monthly)	(A) 6 x 9
Public Finance Review	(1,3,5,7,9,11)	(C) 5.5 x 8.5	Word of Mouth	(1,3,5,9,11)	(A) 8.375 x 10.875
Public Works Management & Policy	(1,4,7,10)	(A) 6 x 9	Work and Occupations	(2,5,8,11)	(C) 5.5 x 8.5
Qualitative Inquiry	(1,2,3,4,6,7,9,10,11,12)	(A) 8.375 x 10.875	World Future Review	(2,5,8,11)	(B) 5.5 x 8.5
Race and Justice	(1,4,7,10)	(B)	*World Policy Journal	(3,6,9,12)	(B) 7.25 x 10
Rehabilitation Counseling Bulletin	(1,4,7,10)	(A) 8.375 x 10.875	Written Communication	(1,4,7,10)	(C) 5.5 x 8.5
Remedial and Special Education	(2,4,6,8,10,12)	(A) 8.375 x 10.875	Young Exceptional Children	(3,6,9,12)	(A) 8.5 x 11
Research on Social Work Practice	(1,3,5,7,9,11)	(A) 8.375 x 10.875	Youth & Society	(3,6,9,12)	(C) 5.5 x 8.5
*Review of Educational Research			Youth Violence & Juvenile Justice	(1,4,7,10)	Online only**
Review of Public Personnel Administration	(3,6,9,12)	(A)	* Special advertising rates and specifications apply to journals listed in bold. Please see individual rate card for each of these journals.		
Review of Radical Political Economics	(3,6,9,12)	(B) 6.875 x 10	**Special advertising rates and specifications apply to online only journals. See Digital Offerings section of rate card.		
*Review of Research in Education					
Reviews of Human Factors and Ergonomics	(10)	(C) 6 x 9			
SAGE Open		Online Only**			
Science Communication	(3,6,9,12)	(C) 5.5 x 8.5			
Science, Technology, & Human Values	(1,3,5,7,9,11)	(C) 5.5 x 8.5			
Sexual Abuse	(3,6,9,12)	(C) 6 X 9			
Simulation & Gaming	(2,4,6,8,10,12)	Online only**			
Small Group Research	(2,4,6,8,10,12)	(C) 5.5 x 8.5			
Social Marketing Quarterly	(3,6,9,12)	(B) 7 x 10			
Social Psychological and Personality Science	(1,3,5,7,9,11)	Online only**			
*Social Psychology Quarterly					
Social Science Computer Review	(2,5,8,11)	(B) 6.875 x 10			
*Society and Mental Health					
*Sociological Methodology					
Sociological Methods & Research	(2,5,8,11)	(C) 5.5 x 8.5			
*Sociological Theory					
*Sociology of Education					
Space and Culture	(2,5,8,11)	(B) 6.875 x 10			
State and Local Government Review	(4,8,12)	(B) 6 7/8 x 10			
State Politics & Policy Quarterly	(3,6,9,12)	(C) 6 x 9			
Teacher Education & Special Education	(2,5,8,11)	(A) 6.875 x 10			
*Teaching Sociology					
*Teaching Exceptional Children					
Television & New Media	(1,3,5,7,9,11)	(C) 6 x 9			
Topics in Early Childhood Special Education	(2,5,8,11)	(A) 8.375 x 10.875			

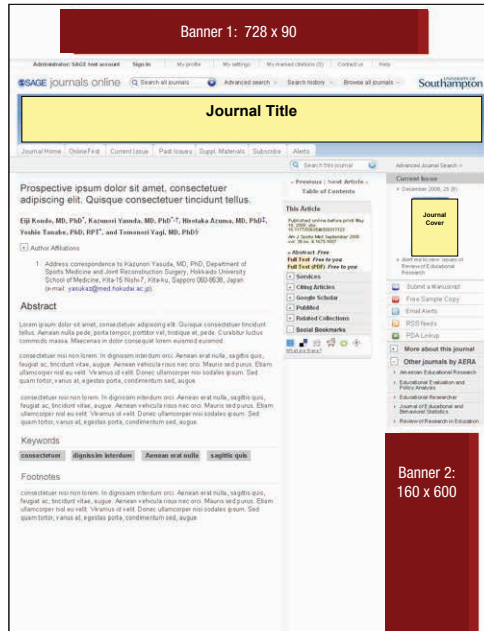
DIGITAL OFFERINGS

JOURNAL WEBSITES:
<http://online.sagepub.com>

HOME PAGE



INTERNAL PAGES



ONLINE ADVERTISING RATES

- Leaderboard (728 x 90) \$50 CPM
- Skyscraper (160 x 600) \$50 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

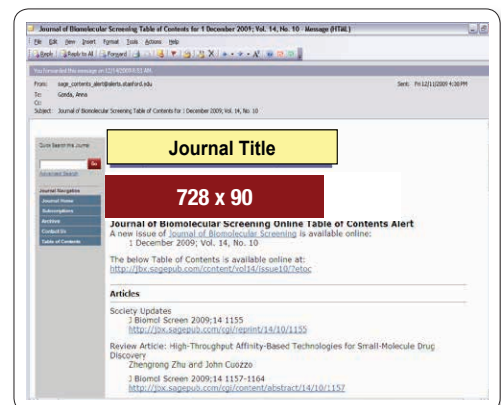
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



DEADLINES

SPACE RESERVATIONS — 1st of the month, two months prior to the publication month.

AD MATERIALS — 5th of the month, two months prior to the publication month (i.e., the deadline for a September issue would be July 1st for reservations and July 5th for ad materials). Since journals close at different times throughout the month, please call to verify actual closing dates. If the above dates fall on weekends, then the deadlines will be on the preceding Friday.

The above deadlines apply to all journals unless otherwise specified on the individual journals' rate cards. Insertions made after printed space reservation deadline are non-cancelable.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

ADVERTISING RATES

The following advertising rates apply to all SAGE journals EXCEPT those designated with asterisks, which have special rates.

Ad Insertions/Year	1x	3x	4x/6x	8x/12x	24x
1 page	\$725	\$710	\$675	\$640	\$580
½ page	\$580	\$570	\$540	\$515	\$465
¼ page	\$350	\$340	\$325	n/a	n/a

FREQUENCY DISCOUNTS:

Rates based on total ads run in a specific journal during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above).....\$1,115

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table of Contents	Earned B&W rate + 25%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	Other specified positions.....	Earned B&W rate + 10%

ARTWORK SPECIFICATIONS

"A" SIZE JOURNALS (Trim Sizes of 8" x 10 7/8" to 8 1/2" x 11"):

Ad sizes:	Inches	Millimeters
Full Page:	7" w x 10" h	177 mm w x 254 mm h
1/2 Page horizontal:	7" w x 4 7/8" h	177 mm w x 124 mm h
1/2 Page vertical:	3 3/8" w x 10" h	85 mm w x 254 mm h
1/4 Page vertical:	3 3/8" w x 4 7/8" h	85 mm w x 124 mm h

"B" SIZE JOURNALS (Trim Sizes of 7" x 10"):

Ad sizes:		
Full Page:	6" w x 9" h	140 mm w x 222 mm h
1/2 Page:	6" w x 4 1/4" h	140 mm w x 107 mm h

"C" SIZE JOURNALS (Trim Sizes of 5 1/2" x 8 1/2" to 6" x 9"):

Ad sizes:		
Full Page:	4 1/2" w x 7 1/2" h	115 mm w x 190 mm h
1/2 Page:	4 1/2" w x 3 1/2" h	115 mm w x 90 mm h

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

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DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
Please contact SAGE to verify this address.

FOR REPRINT AND SUPPLEMENT SALES:

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