

POLITICAL THEORY

An International Journal of Political Philosophy

ADVERTISING RATES & SPECIFICATIONS

Effective January 2008

GENERAL INFORMATION

PUBLISHER AND EDITORIAL OFFICE:

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-499-0721, Fax: 805-499-8096, URL: www.sagepub.com

FREQUENCY: Bimonthly

EDITORIAL:

Broad in scope and international coverage, **Political Theory** is the leading forum for the development and exchange of political ideas. **Political Theory** examines every philosophical, ideological, and methodological perspective in politics. With no single affiliation or orientation, **Political Theory** is dedicated to serving the entire political theory community. The journal's carefully referenced articles discuss current political philosophies and cast new light on historical ones.

CIRCULATION: 900 Paid

READERSHIP:

The readership of **Political Theory** consists of academicians, researchers, policy makers, and graduate students interested in philosophical, ideological, and methodological perspective in politics as well as historical political thought, modern political theory, normative and analytical philosophy, and the history of ideas.

GENERAL POLICY:

All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

ADVERTISING RATES – 2008

B & W

Frequency	1x	3x	6x	12x	24x
Full page	\$530	\$505	\$480	\$455	\$425
½ page	\$370	\$355	\$335	\$315	\$295

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

COLOR RATES:

Additional Standard Color (Cyan, Magenta, Yellow), per ad, extra	\$520
Additional Pantone Color, per ad, extra	\$665
3 or 4 color, per ad, extra	\$950

COVER AND PREFERRED POSITION RATES:

(non-cancelable)

Inside Back Cover: Earned B&W rate + 25%

Back Cover: Earned B&W rate + 50%

Other specified positions: Earned B&W rate + 10%

AGENCY COMMISSION: 15%

INSERTS (BOUND):

2 page insert – 2 times earned black/white rate

4 page insert – 4 times the earned black/white rate

8 page insert – 8 times the earned black/white rate

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Please call for rates.

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

CLOSING DATES – 2008

ISSUE	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE	MAIL DATE
February	12/3/2007	12/7/2007	12/17/2007	1/10/2008
April	2/8/2008	2/13/2008	2/22/2008	3/13/2008
June	4/4/2008	4/9/2008	4/18/2008	5/7/2008
August	6/16/2008	6/20/2008	6/30/2008	7/18/2008
October	8/4/2008	8/8/2008	8/20/2008	9/5/2008
December	10/3/2008	10/8/2008	10/17/2008	11/4/2008

Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

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.

POLITICAL THEORY

MECHANICAL REQUIREMENTS

Trim Size: 5 1/2" w x 8 1/2" h
139 mm w x 215 mm h

	Inches	Millimeters
Full page:	4 1/2" w x 7 1/2" h	114 mm w x 190 mm h
1/2 page horizontal:	4 1/2" w x 3 1/2" h	114 mm w x 88 mm h

Live matter: 1/4" (6 mm) from trim
Linescreen: 133-150

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. If other colors are present in the file, then we will charge accordingly.

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** (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.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

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 for 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.

ADDRESSES & NUMBERS

FOR ADVERTISING & REPRINT INQUIRIES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7763
Fax: 805-499-8096
E-mail: advertising@sagepub.com

FOR ARTWORK DELIVERY:

Advertising Coordinator
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7772
Fax: 805-499-8096
E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship to:

Mary Ruth
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 8077

FOR SUPPLEMENT SALES:

Carolyn Saenz
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 215-279-7597
Fax: 805-499-8096
E-mail: carolyn.saenz@sagepub.com

ONLINE ADVERTISING OPPORTUNITIES

<http://ptx.sagepub.com>

BANNER ADVERTISING	3 months	6 months	12 months
Advertiser Rate	\$315	\$450	\$795
Non-Advertiser Rate	\$630	\$900	\$1,590

- Maximum of 3 banners will rotate at any given time.
- The pricing above applies to all banner sizes and locations.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

AVAILABLE LOCATIONS/SIZES:

Home page square banner (1) – 140 x 140 pixels
Home page base banner (2) – 220 x 40 pixels
Content pages banner (2) – 170 x 60 pixels

E-TOC ALERT SPONSORSHIPS:

Sponsored e-TOC alerts may be available. Price for 1 issue sponsorship is equal to the earned 1x B/W 1 page print rate. Sponsor may include up to 40 words of text plus a logo and hyperlink.