

AMERICAN SOCIOLOGICAL ASSOCIATION



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

MEDIA KIT
Effective January 2012



INTEGRATED MARKETING OPPORTUNITIES



MARKETING TIPS AND STATISTICS

DYNAMIC LOGIC, ASSESSING AD IMPACT 2009

<http://www.magazine.org/advertising/accountability/assessing-ad-impact.aspx>

- Print publications provide the highest ROI of any individual medium
- The most effective combination of media always includes print
- If choosing only one medium, print provides the best return
- Adding online increases overall media buy impact by as much as 33%
- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%

PERQ HCI, INSIGHTS INTO PHYSICIAN MEDIA USAGE, 2009

- Physicians ranked print medical journals as their #1 source of information and Journals accessed online as their #6 source of information
- Physicians ranked online journals as their #2 reason to access the Internet (behind searching for info on drugs)

READEX RESEARCH®, SUMMARY OF AD EFFECTIVENESS STUDIES, 2010

- Ads in print publications seen and read more strongly than ever
- Print ads still prompting reader action as high or higher than in previous years
 - In 2010, 69% of readers reported that they saw a 1 pg/4C ad, up from 65% in 2006
 - In 2010, 25% of readers actually read the ad, up from 23% in 2006
 - In 2010, 34% of readers responded to ads or plan to respond, up from 27% in 2006
- Ad location in publications has no discernable effect on readership of ad
- Larger and color ads increase readership
 - 30% more respondents read 1 page ads than ½ page ads
 - 28% more respondents read 4/C ads vs. B/W ads
- Content of ad more important than position

INCENTIVE DISCOUNT

Advertisers reserving print and online together may take a 5% discount across the entire campaign.

GENERAL INFORMATION

PUBLISHER:

SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320,
Phone: (805) 499-0721, Fax: (805) 410-7009

SOCIETY AFFILIATION:

American Sociological Association

ABOUT THE ASA:

The American Sociological Association (ASA), founded in 1905, is a non-profit membership association dedicated to advancing sociology as a scientific discipline and profession serving the public good. With over 14,000 members, ASA encompasses sociologists who are faculty members at colleges and universities, researchers, practitioners, and students. About 20 percent of the members work in government, business, or non-profit organizations.

As the national organization for sociologists, the American Sociological Association, through its Executive Office, is well positioned to provide a unique set of services to its members and to promote the vitality, visibility, and diversity of the discipline. Working at the national and international levels, the Association aims to articulate policy and implement programs likely to have the broadest possible impact for sociology now and in the future.

THE AMERICAN SOCIOLOGICAL SOCIETY IS:

- a non-profit membership association based in Washington, DC
- dedicated to advancing sociology as a scientific discipline and profession serving the public good
- 100 years old in 2005 (founded in 1905)
- an association of over 14,000 members
- home to 49 special interest sections with 25,000 members (many ASA members join more than one section)
- host of an annual meeting with more than 5,500 participants
- publisher of 10 professional journals and magazines

ASA'S MISSION:

- Serving Sociologists in Their Work
- Advancing Sociology as a Science and Profession
- Promoting the Contributions and Use of Sociology to Society

ASA MEMBERS INCLUDE:

- college and university faculty
- researchers
- students
- practitioners

*About 20 percent of the members work in government, business, or non-profit organizations.

TARGET AUDIENCE:

Sociology researchers, practitioners, students and teachers; government and non-profit employees; social psychologists; general social science researchers

ANNUAL MEETING:

The Annual Meeting of the American Sociological Association will be held on August 17-20, 2012 in Denver, CO.

For more information regarding exhibiting, please visit the conference website: <http://www.asanet.org/>

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's and the association'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.

PRINT ADVERTISING

AMERICAN SOCIOLOGICAL REVIEW



The *American Sociological Review (ASR)* is the flagship journal of the American Sociological Association (ASA). The ASA founded this journal in 1936 (volume 1) with the mission to publish original works of interest to the sociology discipline in general, new theoretical developments, results of research that advance our understanding of fundamental social processes, and important methodological innovations. All areas of sociology

are welcome in the *American Sociological Review*. Emphasis is on exceptional quality and general interest.

FREQUENCY: 6x/year

PRINT CIRCULATION: 5,780 Paid

B&W ADVERTISING RATES – 2012:

	1x	3x	6x	12x
1 page	\$1,020	\$975	\$930	\$880
½ page	\$765	\$730	\$695	\$660

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,365

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

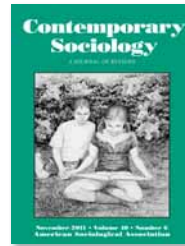
Inside Front Cover: Not available for advertising
 Inside Back Cover: Earned B&W rate + 25%
 Back Cover: Earned B&W rate + 50%

INSERTS: Contact the publisher for information.

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
February	12/23/2011	12/28/2011	1/4/2012
April	2/27/2012	3/2/2012	3/9/2012
June	4/26/2012	5/1/2012	5/8/2012
August	6/22/2012	6/27/2012	7/5/2012
October	8/22/2012	8/27/2012	9/4/2012
December	10/25/2012	10/30/2012	11/6/2012

CONTEMPORARY SOCIOLOGY: A JOURNAL OF REVIEW



Contemporary Sociology (CS) publishes reviews and critical discussions of recent works in sociology and in related disciplines that merit the attention of sociologists. Since not all sociological publications can be reviewed, a selection is made to reflect important trends and issues in the field. Please note that CS does not accept unsolicited reviews.

FREQUENCY: 6x/year

PRINT CIRCULATION: 3,800 Paid

B&W ADVERTISING RATES – 2012:

	1x	3x	6x	12x
1 page	\$670	\$640	\$610	\$575
½ page	\$465	\$445	\$420	\$395

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,155

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising
 Inside Back Cover: Earned B&W rate + 25%
 Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
January	11/28/2011	12/2/2011	12/9/2011
March	1/25/2012	1/30/2012	2/6/2012
May	3/22/2012	3/27/2012	4/3/2012
July	5/24/2012	5/29/2012	6/5/2012
September	7/25/2012	7/30/2012	8/6/2012
November	9/21/2012	9/26/2012	10/3/2012

PRINT ADVERTISING (continued)

JOURNAL OF HEALTH & SOCIAL BEHAVIOR



The *Journal of Health and Social Behavior* is a medical sociology journal that publishes empirical and theoretical articles that apply sociological concepts and methods to the understanding of health and illness and the organization of medicine and health care. Its editorial policy favors manuscripts that are grounded in important theoretical issues in medical sociology or the sociology of mental health and that advance our theoretical understanding of the processes by which social factors and human health are interrelated.

FREQUENCY: Quarterly

PRINT CIRCULATION: 2,120 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising

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

Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
March	1/20/2012	1/25/2012	2/1/2012
June	4/27/2012	5/2/2012	5/9/2012
September	7/27/2012	8/1/2012	8/8/2012
December	10/26/2012	10/31/2012	11/7/2012

SOCIAL PSYCHOLOGY QUARTERLY



Social Psychology Quarterly publishes theoretical and empirical papers on the link between the individual and society, including the study of the relations of individuals to one another, as well as to groups, collectivities and institutions. It also includes the study of intra-individual processes insofar as they substantially influence or are influenced by social structure and process. The journal is genuinely interdisciplinary, publishing works by both sociologists and psychologists.

FREQUENCY: Quarterly

PRINT CIRCULATION: 1,720 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising

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

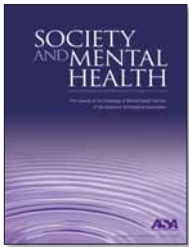
Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
March	1/23/2012	1/27/2012	2/3/2012
June	4/25/2012	4/30/2012	5/7/2012
September	7/27/2012	8/1/2012	8/8/2012
December	10/26/2012	10/31/2012	11/7/2012

PRINT ADVERTISING (continued)

SOCIETY AND MENTAL HEALTH



Society and Mental Health publishes original and innovative peer-reviewed research and theory articles that link social structure and sociocultural processes with mental health and illness in society. It also provides an outlet for sociologically relevant research and theory articles that are produced in other disciplines and subfields concerned with issues related to mental health and illness. The aim of the journal is to advance knowledge in the

sociology of mental health and illness by publishing the leading work that highlights the unique perspectives and contributions that sociological research and theory can make to our understanding of mental health and illness in society.

FREQUENCY: 3 times/year

PRINT CIRCULATION: 2,400 Paid

B&W ADVERTISING RATES – 2012

	1x	3x	6x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Earned B&W rate + 35%

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

Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
March	1/25/2012	1/30/2012	2/6/2012
July	5/24/2012	5/29/2012	6/8/2012
November	9/27/2012	10/2/2012	10/12/2012

SOCIOLOGY OF EDUCATION



Sociology of Education provides a forum for studies in the sociology of education and human social development. We publish research that examines how social institutions and individuals' experiences within these institutions affect educational processes and social development. Such research may span various levels of analysis, ranging from the individual to the structure of relations among social and educational institutions.

In an increasingly complex society, important educational issues arise throughout the life cycle. The journal presents a balance of papers examining all stages and all types of education at the individual, institutional, and organizational levels. We invite contributions from all methodologies.

FREQUENCY: Quarterly

PRINT CIRCULATION: 2,100 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising

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

Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
January	11/28/2010	12/2/2010	12/9/2010
April	2/23/2012	2/28/2012	3/6/2012
July	5/28/2012	6/1/2012	6/8/2012
October	8/24/2012	8/29/2012	9/5/2012

PRINT ADVERTISING (continued)

TEACHING SOCIOLOGY



Teaching Sociology publishes articles, notes, and reviews intended to be helpful to the discipline's teachers. Articles range from experimental studies of teaching and learning to broad, synthetic essays on pedagogically important issues. Notes focus on specific teaching issues or techniques. The general intent is to share theoretically stimulating and practically useful information and advice with teachers. Formats include full-length articles;

notes of 10 pages or less; interviews, review essays; reviews of books, films, videos, and software; and conversations.

FREQUENCY: Quarterly

PRINT CIRCULATION: 1,590 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising

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

Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
January	11/28/2011	12/3/2011	12/10/2011
April	2/23/2012	2/28/2012	3/6/2012
July	5/26/2012	5/31/2012	6/7/2012
October	8/25/2012	8/30/2012	9/6/2012

CONTEXTS



Directed to anyone interested in the latest sociological ideas and research, *Contexts* seeks to apply new knowledge, stimulate fresh thinking, and disseminate information. Its articles, both commissioned and unsolicited, synthesize key findings, weave together diverse strands of work, draw out implications for policy, and debate issues of controversy. The hallmarks of *Contexts* are accessibility, broad appeal, and timeliness. By

design, it is not a technical journal, but a magazine for diverse readers who wish to be current about social science knowledge, emerging trends, and their relevance. It regularly publishes letters and opinions, brief notes on recent findings, feature articles with comments, and essay reviews of books. While significant as scholarship, articles published in *Contexts* will be prepared in an easy and engaging style. It aspires to be a meeting place for discussion among social scientists and the public.

FREQUENCY: Quarterly

PRINT CIRCULATION: 3,000 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330
1/4 page	\$315	\$300	\$285	\$270

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising

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

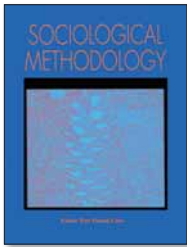
Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
February	12/23/2011	12/28/2011	1/4/2012
May	3/23/2012	3/28/2012	4/4/2012
August	6/27/2012	7/2/2012	7/9/2012
November	9/26/2012	10/1/2012	10/8/2012

PRINT ADVERTISING (continued)

SOCIOLOGICAL METHODOLOGY



Sociological Methodology is a compendium of new and sometimes controversial advances in social science methodology. Contributions come from diverse areas and have something useful — and often surprising — to say about a wide range of topics ranging from legal and ethical issues surrounding data collection to the methodology of theory construction. In short, Sociological Methodology holds something of value — and an

interesting mix of lively controversy, too — for nearly everyone who participates in the enterprise of sociological research.

FREQUENCY: Annual

PRINT CIRCULATION: 2,100 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising
 Inside Back Cover: Earned B&W rate + 25%
 Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
August	7/13/2012	7/18/2012	7/25/2012

SOCIOLOGICAL THEORY



Sociological Theory covers topics from ethno-methodology to world systems analysis, from commentaries on the classics to the latest cutting-edge ideas, and from re-examinations of neglected theorists to metatheoretical inquiries. Its themes and contributions are interdisciplinary, its orientation pluralistic, its pages open to commentary and debate. Renowned for publishing the best international research and scholarship, Sociological

Theory is essential reading for sociologists and social theorists alike.

FREQUENCY: Annual

PRINT CIRCULATION: 1,590 Paid

B&W ADVERTISING RATES – 2012

	1x	4x	8x	12x
1 page	\$525	\$500	\$475	\$450
½ page	\$390	\$370	\$350	\$330

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,070

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Not available for advertising
 Inside Back Cover: Earned B&W rate + 25%
 Back Cover: Earned B&W rate + 50%

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
March	2/13/2012	2/17/2012	2/24/2012
June	5/11/2012	5/16/2012	5/23/2012
September	8/13/2012	8/17/2012	8/24/2012
December	11/9/2012	11/14/2012	11/21/2012

ONLINE / DIGITAL ADVERTISING

JOURNAL WEBSITES:

AMERICAN SOCIOLOGICAL REVIEW

<http://asr.sagepub.com>

CONTEMPORARY SOCIOLOGY: A JOURNAL OF REVIEW

<http://cs.sagepub.com>

JOURNAL OF HEALTH & SOCIAL BEHAVIOR

<http://jhsb.sagepub.com>

SOCIOLOGY OF EDUCATION

<http://soe.sagepub.com>

SOCIAL PSYCHOLOGY QUARTERLY

<http://spq.sagepub.com>

SOCIETY AND MENTAL HEALTH

<http://smh.sagepub.com>

TEACHING SOCIOLOGY

<http://ts.sagepub.com>

CONTEXTS

<http://contexts.sagepub.com>

SOCIOLOGICAL METHODOLOGY

<http://smx.sagepub.com>

SOCIOLOGICAL THEORY

<http://stx.sagepub.com>

HOME PAGE:

Banner 1: 728 x 90

Banner 2: 160 x 600

INTERNAL PAGES:

Banner 1: 728 x 90

Banner 2: 160 x 600

ONLINE ADVERTISING RATES

- **Banner 1:** Leaderboard (728 x 90) \$50 CPM
- **Banner 2:** 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: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted

HIGH-IMPACT ONLINE ADS

Expandable ads, roadblocks and other rich media ads may be available. Please contact us for availability.

ONLINE / DIGITAL ADVERTISING (continued)

MOBILE WEBSITE

Each SAGE journal's website has a complementary mobile website, optimized for smaller mobile screens.

Please contact your sales representative for more information about advertising opportunities.

MOBILE APPLICATION

Only available for certain journals.

Please contact your sales representative for more information about advertising opportunities.

MICROSITES

SAGE offers our industry partners the opportunity to collaborate with us in the development of microsites on specific topics pertinent to their businesses and product lines.

These sites will become destination sites for any practitioners seeking information on the specific topic.

Information included on the microsites:

- The most relevant journal content from all of SAGE's journals
- Feature article highlighted
- Links and related content provide by the sponsor
- "About the Sponsor" section
- Leaderboard banner for the sponsor

SAGE will host and update the site, which will be fully linkable to the sponsor's site and the related SAGE journal sites.

This is an excellent opportunity to drive traffic to your own corporate or product sites while branding your company as the leader in that specific topic.

Please contact your sales representative for more information.

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference hand-outs, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

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

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be pre-approved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

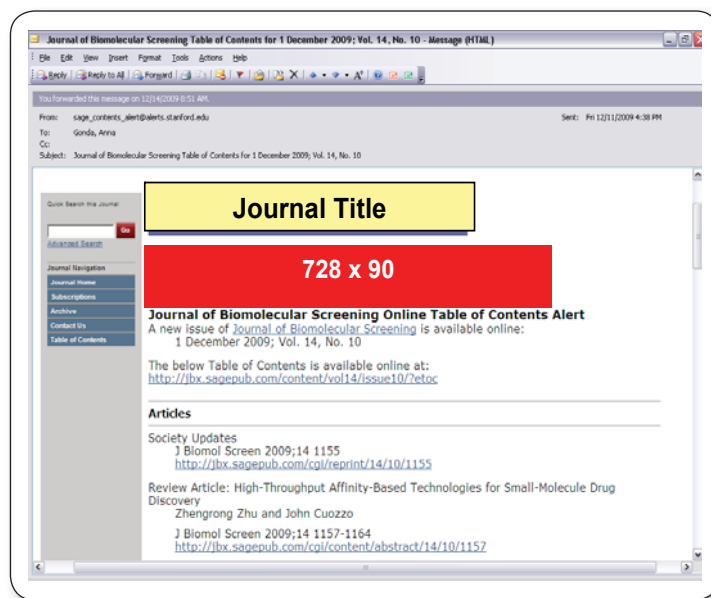
SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

E-MAIL MARKETING

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 ASA 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 ALERTS

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

ARTWORK SPECIFICATIONS

Trim Size: 6 3/4" w x 9 7/8" h for all ASA Journals but *Contexts*

	Non-Bleed	Bleed
Full Page:	5 3/4" w x 8 5/8" h	7" w x 10 1/8" h
1/2 page horizontal:	5 3/4" w x 4 1/8" h	
1/2 page vertical:	2 5/8" w x 8 5/8" h	

CONTEXTS

Trim Size: 8 1/2" w x 11" h

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 3/4" w x 11 1/4" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

REQUIREMENTS FOR SUBMISSION:

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 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

FOR ALL ADVERTISING INQUIRIES:

Jovi Candelaria
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7132
Fax: (805) 375-5282
E-mail: jovi.candelaria@sagepub.com

FOR ARTWORK DELIVERY:

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: 805-410-7009
E-mail: advertising@sagepub.com

FOR REPRINT AND SUPPLEMENT INQUIRIES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

DELIVER PRE-PRINTED INSERTS:

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