

AJA Advertising Rate Card

OUTLOOK

Outlook is a supplement to the *American Journal of Archaeology* that includes space for advertisements and announcements of upcoming events, meetings, fellowships, and other topics of interest to the journal's readers. Because Outlook is published in tandem with the *AJA*, it provides an effective means to reach a specialized readership.

The *AJA* and Outlook are published quarterly in January, April, July, and October. Outlook is published only in print. The print run is 2,200.

Rates and Dimensions

Size	Dimensions (width x height)	Commercial		Academic*
		1x	4x	
Full page	4.5 x 7.5 in.	\$590	\$500 per ad	\$410
1/2 page (landscape)	4.5 x 3.65 in.	\$325	\$275 per ad	\$225
1/2 page (portrait)	2.1637 x 7.5 in.	\$325	\$275 per ad	\$225
1/4 page	2.1637 x 3.65 in.	\$195	\$165 per ad	\$135

15% discount for ads placed through agencies.

*Academic rates are reserved for announcements of calls for papers, conferences, position openings, fellowships, and other items not related to commercial book publishing or other noncommercial items.

Deadlines

Issue	Insertion Order Due	Art/Copy Due
Jan. 2017	Nov. 21, 2016	Nov. 28, 2016
Apr. 2017	Feb. 20, 2017	Feb. 27, 2017
Jul. 2017	May 22, 2017	May 29, 2017
Oct. 2017	Aug. 21, 2017	Aug. 28, 2017

File Specifications

Format: grayscale; .tif, .eps, or .pdf.
Size and resolution: min. 300 dpi at 100% of final size.

Contact

Karina Casines (karina@archaeology.org)
Tel: 718-472-3050 ext. 4905. Fax: 718-472-3051

E-UPDATE

The *AJA* e-Update is an electronic-only monthly newsletter that provides advertisers an effective means to connect with a loyal and responsive audience. It is circulated to 15,000 opt-in recipients.

Rate and Dimensions

Size	Dimensions (width x height)	One-Time Rate*
Skyscraper	160px x 600px	\$320
Banner (bottom)	468px x 60px	\$320

*Frequency discounts and AIA e-update package discounts available.

File Specifications

Format: .jpg or .gif.
Size and resolution: max. 250 KB, 72 ppi.

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Deadline

Two weeks prior to ad placement.

MAILING LIST

The *AJA* mailing list is available to publishers and other advertisers whose products would be of interest to our readers. The list is available for a one-time, one-mailing use; may not be stored after use; may not be used for solicitations unacceptable to the AIA; is proprietary property; is provided in electronic format; and costs \$0.25 per name or \$250/M.

Contact

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