



**Journal of the
American Academy of Religion**
2011 Advertising Rate Sheet

For more information, contact:
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The Journal of the American Academy of Religion (JAAR) is generally considered to be the leading academic journal in the field of religious studies. It publishes leading scholarly articles covering the range of world religious traditions; each issue also contains a book review section. *JAAR* is published by Oxford University Press.

Circulation:

10,000+ AAR members, mostly scholars of religious studies

Publication Schedule and Advertising Deadlines:

Issue:	Insertion Order Due:	Artwork Due:
March	December 1	January 1
June	March 1	April 1
September	June 1	July 1
December	September 1	October 1

Advertising Opportunities

Ads are black & white only. No bleeds. Please submit print-quality PDF files of 300 dpi or higher and embed all fonts.

Type of Ad	Artwork/Specifications	Cost
Full page ad	105mm x 190mm (4 1/4" x 7 3/4")	\$685
Half page ad	Horizontal: 105mm x 90mm (4 1/4" x 3 3/4")	\$435

Discounts

We offer the following discounts for series bookings (multiple issues in consecutive order):

10% if you book two advertisements

20% if you book three advertisements

30% if you book four advertisements

Publishers' Discount - 10%

Agency Commission - 10%

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Religious Studies News

2011 Advertising Rate Sheet

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Religious Studies News is the online newspaper of record for the study of religion. An online publication, RSN is published quarterly at www.rsonline.org.

Circulation:

10,000+ AAR members and institutional readers

Publication Schedule and Advertising Deadlines:

Issue:	Publication Date:	Advertising Deadline:
January	January 15	December 15
March	March 15	February 15
May	May 16	April 15
October	October 17	September 15

Advertising Opportunities

Grab attention by posting your own online skyscraper ad in *Religious Studies News*. The image, placed prominently on the right hand side of the web site, will be linked to a URL of your choice.

Type of Ad	Description	Artwork/Specifications	Cost*
Skyscraper Ad	Top ad position on right hand of page; ads are also included in RSN announcement e-mail blast to all members.	160 pixels x 600 pixels JPG or PNG format 40k max size	\$750/3 months
Classified Ads	Text ad of 25 words or less on right side of page, beneath skyscraper ads. Limit 4 per issue.	25 words or less	\$100/3 months

*Multiple issue discounts apply: 10% for 2 issues; 15% for 3 issues; 20% for 4 issues.

Payment

Payment is due with the submission of artwork. Credit card, check, or money order is welcome.

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AAR e-Bulletin

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The *AAR e-Bulletin* is an e-mail newsletter sent regularly to all 10,000 AAR members. The *e-Bulletin* highlights news within the Academy, member activities, and other items of member interest. Ads are placed on the right side of each *e-Bulletin*, beneath the member information section.

Publication Details:

Audience: 10,000 scholars of religion

Artwork and Insertion Order Deadline: 1st day of month

Published: By the 15th of the month

Issued: Monthly and a Special Annual Meeting Edition

Payment: Due with artwork submission

Advertising Opportunities

Type of Ad	Description	Artwork/Specifications	Cost/issue*
Premium Skyscraper	Top ad position on right hand of page. Limit 2 per <i>e-Bulletin</i> .	120 pixels x 600 pixels JPG or GIF format 40k max size	\$350
Regular Skyscraper	Secondary ad position on right hand of page beneath any premium skyscrapers. Limit 3.	120 pixels x 240 pixels JPG or GIF format 40k max size	\$325
Classified Ads	Text ads of 25 words or less, placed beneath skyscraper ads on right hand side of <i>e-Bulletin</i> . Limit 4.	Text	\$150

*Multiple issue discounts apply: 10% for 2 issues; 15% for 3 issues; 20% for 4 or more consecutive issues.

**There is a 10% surcharge for ads in the special Annual Meeting *e-Bulletin*.

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www.aarweb.org

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The American Academy of Religion’s website at www.aarweb.org is a major resource for AAR members and anyone interested in the academic study of religion. Your web ad will be seen by a targeted audience of people focused on religion.

AAR Web Site (www.AARWEB.org) Advertising

Target people directly interested in the study of religion with your web ad. Ads are placed on the right side of web page. Ads are given run of site and appear on every page at www.aarweb.org.

Type of Ad	Description	Artwork/Specifications	Cost/month
Large Skyscraper	Top ad position on right hand of page. Run of site.	160 pixels x 600 pixels JPG or GIF format 40k max size	\$300
Small Skyscraper	Secondary ad position on right hand of page beneath any large skyscrapers.	180 pixels x 200 pixels JPG or GIF format 40k max size	\$200

Discounts

Multiple month discounts apply:

10% for 2 months

15% for 3 months

20% for 4 or more months.

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A Guide to AAR's Web Sizing

