



# AAR e-Bulletin

## 2011 Advertising Rate Sheet

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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: 1<sup>st</sup> day of month

Published: By the 15<sup>th</sup> 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*.

**RESERVE YOUR SPACE TODAY! Contact Aislinn Jones, [ajones@aarweb.org](mailto:ajones@aarweb.org)**