



Program Book Advertising

Promote your exhibit with an ad in the **Annual Meeting Program Book**. The Johns Hopkins University Press offers special Early Bird rates as well as a package discount for a companion ad in the **September issue of *American Quarterly***.

PROGRAM BOOK:

Name of Advertiser: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Advertising Manager: _____ Phone: _____
 Fax: _____ Email: _____

****AD SPECS: PDF files are preferred.** We will only accept black & white PDF files with Type 1 or True Type, embedded fonts. Images should be scanned at 300 dpi. Please leave crop marks OFF of the PDF. **Email final PDF to JOURNALSADVERTISING@PRESS.JHU.EDU**. Note: Agency discounts CANNOT be combined with the early-bird discount.

Please reserve advertising space in the 2020 ASA Convention Program Book as follows (✓ below):

<input type="checkbox"/> Full-page	<input type="checkbox"/> 2-page spread	<input type="checkbox"/> 3-page spread	<input type="checkbox"/> 4-page spread	<input type="checkbox"/> _____ Additional pages
SIZES	DIMENSIONS	REG. PRICE	EARLY-BIRD DISCOUNT (APRIL 3, 2020)	
Full page	4-3/4 x 7-1/2	\$750.00	\$600.00	
2-pg. spread	same as above	\$1286.00	\$1028.00	
3-pg. spread	same as above	\$1811.00	\$1448.00	
4-pg. spread	same as above	\$2257.00	\$1805.00	
Additional Pages	same as above	\$603.00 per page	\$482.00 per page	

**Reserve by
April 3th
and SAVE 20%!**

DEADLINES:

Early-bird reservations: April 3, 2020 (to receive discount)
 All reservations: June 12, 2020
 Artwork: June 22, 2020 (**Email final PDF to JOURNALSADVERTISING@PRESS.JHU.EDU**)

ONLINE PROGRAM BOOK:

\$110.00 per page (with print ad purchase)
 YES... I want my ad to appear online. Please reserve _____ page(s).
 Please use the same artwork for both our print and online ads.
 We will be sending different artwork for our online ad by the deadline above.

AMERICAN QUARTERLY:

20% discount with an ASA Program Book ad purchase. (Sorry, agency and other discounts are not applicable on this special offer.)
 Please reserve space in the:
June 2020, Vol. 72 #2 of *American Quarterly*
 Full Page: 4.75 x 7.5" \$460 (regularly \$575)
 Half Page: 4.75 x 3.5" \$344.00 (regularly \$431)
ARTWORK DUE BY April 15, 2020

PLEASE BILL ME AS FOLLOWS:

ASA Program Book \$ _____
 Online Ad \$ _____
American Quarterly \$ _____
TOTAL \$ _____

Return form to:

Journals Advertising
 The Johns Hopkins University Press
 2715 N. Charles Street
 Baltimore, MD 21218
 Phone: (410) 516-6988 / FAX: (410) 516-3866
 Email: journalsadvertising@press.jhu.edu