

ADVERTISING INSERTION ORDER FORM
2021 American Studies Association Program Book
2021 Online Program Book
2021 Volume of *American Quarterly*

PROGRAM BOOK:

Name of Advertiser: _____

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****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@JH.EDU.** Note: Agency discounts CANNOT be combined with the early-bird discount.

Please reserve advertising space in the 2021 ASA Convention Program Book as follows (✓ below):

Full-page 2-page spread 3-page spread 4-page spread ____ Additional pages

Sizes	Dimensions	Reg. Price	Early-Bird Discount (April 9, 2021)
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 9th
 and
 SAVE 20%!**

Deadlines:

Early-bird reservations: **April 9, 2021 (to receive discount)**
 All reservations: June 11, 2021
 Artwork: June 21, 2021 (**Email final PDF to JOURNALSADVERTISING@JH.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 2021, Vol. 73#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, 2021

PLEASE BILL ME AS FOLLOWS:

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

Return form to:

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