

# 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@JH.EDU](mailto:JOURNALSADVERTISING@JH.EDU)**. Note: Agency discounts CANNOT be combined with the early-bird discount.

Please reserve advertising space in the 2023 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
<b>SIZES</b>	<b>DIMENSIONS</b>	<b>REG. PRICE</b>	<b>EARLY-BIRD DISCOUNT (APRIL 7, 2023)</b>	
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 7<sup>th</sup>  
 and SAVE 20%!**

**DEADLINES:**

Early-bird reservations: April 7, 2023 (to receive discount)  
 All reservations: June 5, 2023  
 Artwork: June 12, 2023 (**Email final PDF to [JOURNALSADVERTISING@JH.EDU](mailto:JOURNALSADVERTISING@JH.EDU)**)

**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 2023, Vol. 75 #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, 2023**

**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@JH.EDU](mailto:JOURNALSADVERTISING@JH.EDU)