Advertising Rates And Specifications - 2019

Society Affiliation: American Sociological Association

Editor: Omar Lizardo, Rory McVeigh, and Sarah Mustillo, University of Notre Dame

ASR is the flagship journal of the American Sociological Association (ASA). The ASA founded this journal in 1936 (volume 1) with the mission to publish original works of interest to the sociology discipline in general, new theoretical developments, results of research that advance our understanding of fundamental social processes, and important methodological innovations. All areas of sociology are welcome in the American Sociological Review. Emphasis is on exceptional quality and general interest.

ASA, founded in 1905, is a non-profit membership association dedicated to advancing sociology as a scientific discipline and profession serving the public good. With over 14,000 members, ASA encompasses sociologists who are faculty members at colleges and universities, researchers, practitioners, and students.

Journal Information

Print

Circulation: 4,000

Frequency: 6 times per year

Print distribution

North America: 89%
Europe: 5%

Other Promotional Opportunities

• Belly band
• Cover tip
• Inserts
• Outserts (product samples, brochures)
• Reprints
• Supplements
• Special Sections
• Custom Publications

Event opportunity:
ASA Annual Meeting, August 10-13, 2019 in New York

Advertising Rates & Information

Print advertising rates

Black and white rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,805</td>
<td>$1,770</td>
<td>$1,540</td>
<td>$1,465</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,445</td>
<td>$1,415</td>
<td>$1,235</td>
<td>$1,170</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$870</td>
<td>$850</td>
<td>$740</td>
<td>$705</td>
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Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES:
Full page 4-Color charge (in addition to B&W rate above) $1,405
1/2 or 1/4 page 4-Color charge in addition to B&W rate above $1,100

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>21-Dec-17</td>
<td>02-Jan-18</td>
<td>11-Jan-18</td>
</tr>
<tr>
<td>April</td>
<td>27-Feb-18</td>
<td>06-Mar-18</td>
<td>15-Mar-18</td>
</tr>
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<td>24-Apr-18</td>
<td>01-May-18</td>
<td>10-May-18</td>
</tr>
<tr>
<td>August</td>
<td>25-Jun-18</td>
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<td>01-Nov-18</td>
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COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover ..................................................Earned B&W rate + 35%
Inside Back Cover ...............................................Earned B&W rate + 25%
Back Cover ..............................................................Earned B&W rate + 50%
Facing Table of Contents .....................................Earned B&W rate + 30%
Facing First Text Page .........................................Earned B&W rate + 25%
Other Specified Positions ....................................Earned B&W rate + 15%

Online

journals.sagepub.com/home/asr

Print distribution

North America: 62.2%
Northern Europe: 10.1%
Other: 17.8%

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Online Advertising

A: 728x90 Leaderboard
B: 300x250 Banner Ad
C: Various options

Digital advertising solutions:
- **A:** 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B:** 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C:** Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper
  Lower middle, right of page

Digital ad upgrades:
- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

B&W Ads A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions
Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

ASR INSERTS
Tipped-in Inserts:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.
All live copy should be no closer than ¼" from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

DIGITAL ADVERTISING DISCLAIMER:
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

Contact Details

**FOR DISPLAY AND CLASSIFIED ADVERTISING**
Cody Michel
SAGE Publishing
Fax: (805) 375-5282
Phone: (805) 410-7231
E-mail: cody.michel@sagepub.com

**FOR ARTWORK DELIVERY**
Cody Michel
SAGE Publishing
Fax: (805) 375-5282
Phone: (805) 410-7231
E-mail: cody.michel@sagepub.com

**PRE-PRINTED INSERTS**
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

**FOR REPRINT AND SUPPLEMENT SALES**
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com