



### Judy Riling

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#### Issuance & Closing Dates

Frequency: Bimonthly

#### 2011 Closing Dates:

Month	Space Reservations	Ad Material
February	December 20	January 14
April	February 21	March 15
June	April 13	May 6
August	June 21	July 14
October	August 19	September 13
December	October 20	November 11

#### RATES

##### Display Advertising Rates (B&W):

	1X	3X	6X	12X
Base Rate	\$711	\$684	\$655	\$622
Base Rate	\$450	\$429	\$407	\$384
Base Rate	\$283	\$265	\$243	\$232

#### Color Rates:

Standard Color per Page: \$504  
3/Color & 4/Color per Page: \$1,050

#### Cover & Preferred Position Rates:

(Non-cancellable – Premium over earned B/W page rate)  
Inside Back Cover 20%  
Inside Front Cover 50%  
Outside Back Cover 50%  
Preferred Positions 10%

#### Inserts:

4-Page Insert: 4X B&W earned rate + 15%  
2-Page Insert: 2X B&W earned rate + 15%

#### Classified Advertising:

\$100.00 for 5 lines. \$5.00 per additional line.

# Journal of Mammalogy

## CIRCULATION: 3,800

The *Journal of Mammalogy* is an official publication of the American Society of Mammalogists. Established in 1919, the *Journal of Mammalogy* is dedicated to disseminating research and promoting interest in marine and terrestrial mammals. All aspects of the biology of mammals are covered in the worldwide scope of this highly respected scientific journal. The *Journal of Mammalogy* is an invaluable resource on the most dynamic and charismatic group of animals around the world.

## MECHANICAL REQUIREMENTS:

### Ad Sizes

	Non-Bleed Width Height	Bleed Width Height
Full Page	7" × 10"	8¾" × 11¼"
½ Page H	7" × 5"	8¾" × 5½"
½ Page V	3½" × 10"	4¼" × 11¼"
¼ Page	3½" × 4⅞"	

Trim Size: 8½" x 11"

**Insert Requirements:** All inserts must be furnished printed, folded, and ready for binding. Inserts must be folded to 7" × 10¼". Folded inserts will be placed between signatures.

**Policy on Placement of Advertising:** Advertising precedes and follows the editorial section.

**Agency Commission:** 15% to recognized agencies. Color charges and positioning charges are commissionable.

**Payment:** All payments are due upon receipt of invoice.

**Trim Size:** Journal trims ⅛" off top, bottom, and outside edge. Final trim size of publication is 8½" × 11. Live matter should be a minimum of ½" inside trimmed edges, and a minimum of ½" should be allowed for the bind.

**Resolution:** Graphics should be a minimum of 350 dots per inch (dpi) or higher.

## Advertising Terms & Conditions:

The *Journal of Mammalogy* reserves the right to accept materials and require publication prepayment. This journal does not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement. Advertiser will be billed for any modifications or file manipulation that needs to be done to meet print requirements. Allen Press, Inc. assumes no financial responsibility for any error or omission occurring in the publication of an advertisement if the electronic file does not meet our published standards and/or a press proof is not supplied. All claims for errors in advertisements must be made in writing and received within ten days of the invoice date and will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.