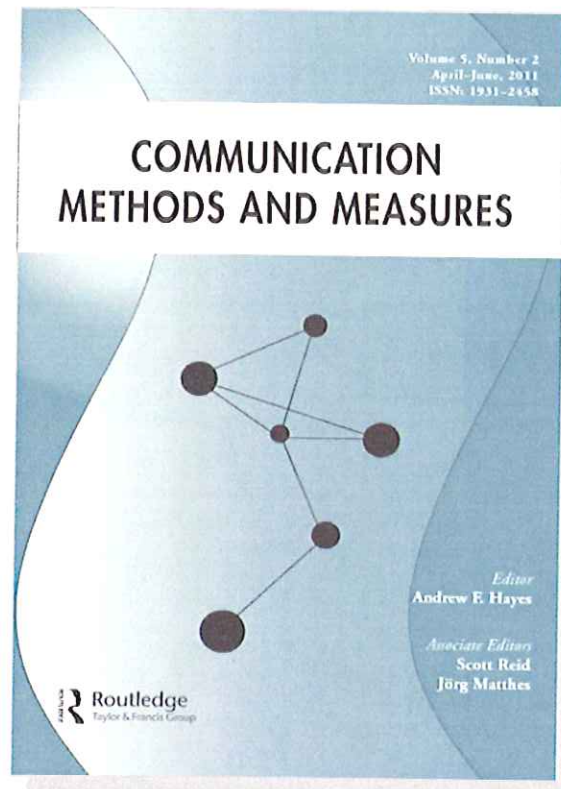


The Official Journal of the Communication Theory and Methodology Division of the  
Association for Education in Journalism and Mass Communication

# *Communication Methods and Measures*

2011 Editor  
Andrew F. Hayes – *Ohio State University*



## 2011 PUBLISHER'S REPORT

*Prepared by:*  
Patrick Fallon, Managing Editor  
*Routledge Journals*

95<sup>th</sup> Annual AEJMC Conference  
Communication Theory and Methodology Member's Meeting  
Friday, 12 August 2011; 7 p.m. – 8:30 p.m.  
The Renaissance St. Louis Grand Hotel  
St. Louis, Missouri USA

 **Routledge**  
Taylor & Francis Group

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*Communication Methods and Measures*  
<http://www.tandfonline.com/HCMS>  
<http://www.tandf.co.uk/journals/HCMS>  
<http://www.aejmc.net/ctm>

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# EDITORIAL

Contact: Patrick Fallon, Managing Editor  
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## Editorial Overview

*Communication Methods and Measures* is performing well in the current market. The following is a summary of the key achievements for your journal:

- Taylor & Francis would like to welcome Andrew F. Hayes as Editor. T&F appreciates the hard work and dedication David Ewoldsen gave the journal during his tenure;
- As of 8 August 2011, the 2011 full-rate subscription totals have increased by 13% from the 2010 total;
- Our new platform, Taylor and Francis Online, was launched in late June and has replaced access to more than 1,600 journals and reference works that were previously on informaworld. Access to your journal's content is now available via a new web address, [www.tandfonline.com/HCMS](http://www.tandfonline.com/HCMS), with all traffic being automatically redirected from our old platform, informaworld;
- Online readership for *Communication Methods and Measures* reached over 1,500 downloads in 2010 via our previous online platform, informaworld;
- The most downloaded article via informaworld in 2011 (as of 1 May) is "Effect Size Reporting Practices in Communication Research" by Shaojing Sun and Xitao Fan from Volume 4, Issue 4 (2010) with 32 full-text downloads;
- In 2010, the most downloaded article via informaworld was "Challenges in Evaluating Health Communication Campaigns: Defining the Issues" by Seth M. Noar from Volume 3, Issues 1-2 (2009) with 307 full-text downloads;
- *Communication Methods and Measures* is publishing on time and within the scheduled page budget;
- A promotional postcard was created for *Communication Methods and Measures* in the 3<sup>rd</sup> Quarter of 2011, featuring the aims and scope of the journal, recent content, subscription information, AEJMC affiliation, and the FREE article "Evaluating Participation in Small Groups: Stimulated Recall, Self-Ratings, and Their Effects on Task-Relevant Judgments," by Joseph A. Bonito, Erin K. Ruppel, Mary H. DeCamp, and Isabel Garreaud de Mainvilliers (Volume 5, Issue 1, 2011);
- As always, we encourage the Editor and members of the Editorial Board to contact us either to suggest meetings at which the Journal's presence would be valuable or to volunteer to promote the Journal informally at smaller meetings. We can arrange to have leaflets and sample copies sent in advance.

### Subscription Analysis

The following is a breakdown of subscriptions to *Communication Methods and Measures*. These numbers include figures for 2009, 2010, and year-to-date figures for 2011; subscription figures are accurate as of 8 August 2011:

Subscription Type	2011 YTD	2010 Total	2009 Total	2011 YTD as %age of 2010 Total
Institutional	60	52	45	115%
Personal	6	8	8	75%
<b>Totals</b>	<b>66</b>	<b>60</b>	<b>53</b>	<b>110%</b>

Geographically, the institutional subscriptions cover all areas of the world. *Communication Methods and Measures* is available to institutions with core subscriptions and those with access to a Routledge online sales agreement. Below you will find totals for 2009, 2010, and 2011 YTD:

Country	Subscribers 2011 YTD	Subscribers 2010	Subscribers 2009
South Africa	1	0	0
<b>Africa</b>	<b>1</b>	<b>0</b>	<b>0</b>
China	2	2	2
Hong Kong	1	1	1
Japan	1	1	1
Malaysia	1	1	0
Taiwan	2	2	2
<b>Asia</b>	<b>7</b>	<b>7</b>	<b>6</b>
Belgium	2	2	2
Denmark	1	1	0
Germany	5	2	2
Netherlands	2	2	1

Country	Subscribers 2011 YTD	Subscribers 2010	Subscribers 2009
Russian Fed.	0	0	1
Sweden	2	2	0
Switzerland	4	2	2
United Kingdom	2	2	2
<b>Europe</b>	<b>18</b>	<b>13</b>	<b>10</b>
Israel	1	1	1
<b>Middle East</b>	<b>1</b>	<b>1</b>	<b>1</b>
United States	33	31	28
<b>North America</b>	<b>33</b>	<b>31</b>	<b>28</b>
<b>Totals</b>	<b>60</b>	<b>52</b>	<b>45</b>

### 2011 Subscription Rates

The 2011 subscription rates for *Communication Methods and Measures* were set in June 2010.

The institutional rate for *Communication Methods and Measures* is \$452 (£270 and €359), and the institutional "online-only" rate is \$407 (£243 and €323). The personal rate is \$88 (£52 and €71). Members of the AEJMC's **Communication Theory and Methodology Division** receive the journal as a benefit of membership.

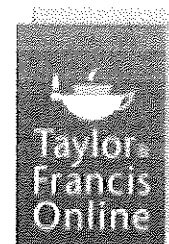
## Taylor & Francis Online

Taylor & Francis is pleased to introduce Taylor & Francis Online – the new online platform for our journals and reference works.

In collaboration with librarians, researchers and scholars, we have designed Taylor & Francis Online to meet the varied needs of our user communities.

One can now access essential research with our new platform, which includes:

- A clean, intuitive user interface;
- Enhanced discoverability for journals and reference works;
- Flexibility on how and when you access content;
- Knowledge on the go with our Blackberry, iPhone and Android applications.



Throughout 2010 Taylor & Francis talked to various customer groups, including librarians, editors, authors and society partners to get feedback on what features they desire on an online platform, and with that in mind Taylor & Francis has developed a platform to suit everyone's needs. We believe Taylor & Francis Online will offer enhanced usability and functionality, as well as making our journals more discoverable.

Our new platform was launched in late June and has replaced access to more than 1,600 journals and reference works that were previously on informaworld. Access to your journal's content is now available via a new web address, [www.tandfonline.com/HCMS](http://www.tandfonline.com/HCMS), with all traffic being automatically redirected from the old informaworld site. For more information, be sure to read our FAQ section on Taylor & Francis Online: <http://www.tandfonline.com/page/help/faqs>.

## Developing Countries Initiative

Developing Country Initiative	Potential number of libraries
WHO/HINARI	Up to 3,340 libraries in developing nations
AGORA	Up to 1,610 libraries in developing nations
OARE	Up to 1,100 libraries in developing nations
INASP	Up to 700 libraries in developing nations

The International Network for the Availability of Scientific Publications (INASP) is a subject-specific philanthropic access arrangement for developing nations. It is designed to disseminate content as widely as possible free of charge, or at a significantly reduced rate, depending on the countries and arrangements concerned. Title inclusions in the developing countries arrangements vary according to libraries and subjects covered.

INASP has a project called Program for the Enhancement of Research Information (PERI). This program supports research sector capacity building in developing and emerging countries by strengthening the production, access and dissemination of information & knowledge. One of PERI's objectives is to improve access to local research through the improved preparation, production and management of local journals.

Taylor & Francis Group is committed to the widest distribution of its journals to non-profit institutions in developing countries. Please visit [www.informaworld.com/developingworld](http://www.informaworld.com/developingworld) for further information.

**Special Terms for Authors & Researchers**



STAR gives one month's free access to well over 1,000 Taylor & Francis journals to help make scholarly research more accessible in those regions of the world where the cost of subscription may be prohibitive. STAR covers the full range of cutting edge, highly-ranked research in every subject area we publish - from Anthropology to Zoology and from Area Studies to Physics - from Arts and Humanities, to Social Sciences, and Biological and Physical Sciences.

Taylor & Francis hopes that the access given to research in such extensive range of subjects for developing countries will strengthen the quality of research coming from those regions and allow authors to submit articles with increased confidence.

STAR aims to:

- Encourage informed debate in the worldwide academic community.
- Enable researchers to enrich findings and to update references;
- Contribute towards higher levels of article acceptance;
- STAR is available to researchers in Africa, in South Asia and many parts of South East Asia.
- STAR uses Taylor & Francis's innovative voucher system. Once the voucher has been downloaded it can be activated whenever the researcher chooses, so it fits in with the researcher's requirements giving them a month's free access when they need it;
- To find out more about STAR visit the website at [www.tandf.co.uk/star](http://www.tandf.co.uk/star).

**Online Journal and Electronic Usage**

Usage data for *Communication Methods and Measures* is now collected from our Taylor & Francis Online platform. Usage data prior to June 2011 was collected from our previous platform, informaworld. Content is accessed via Taylor & Francis Online by:

- full-rate institutional and corporate subscribers of the journal;
- institutions subscribing to a Taylor & Francis/Routledge online sales agreement;
- individuals who purchase specific articles online;
- users taking advantage of free access trials/articles.

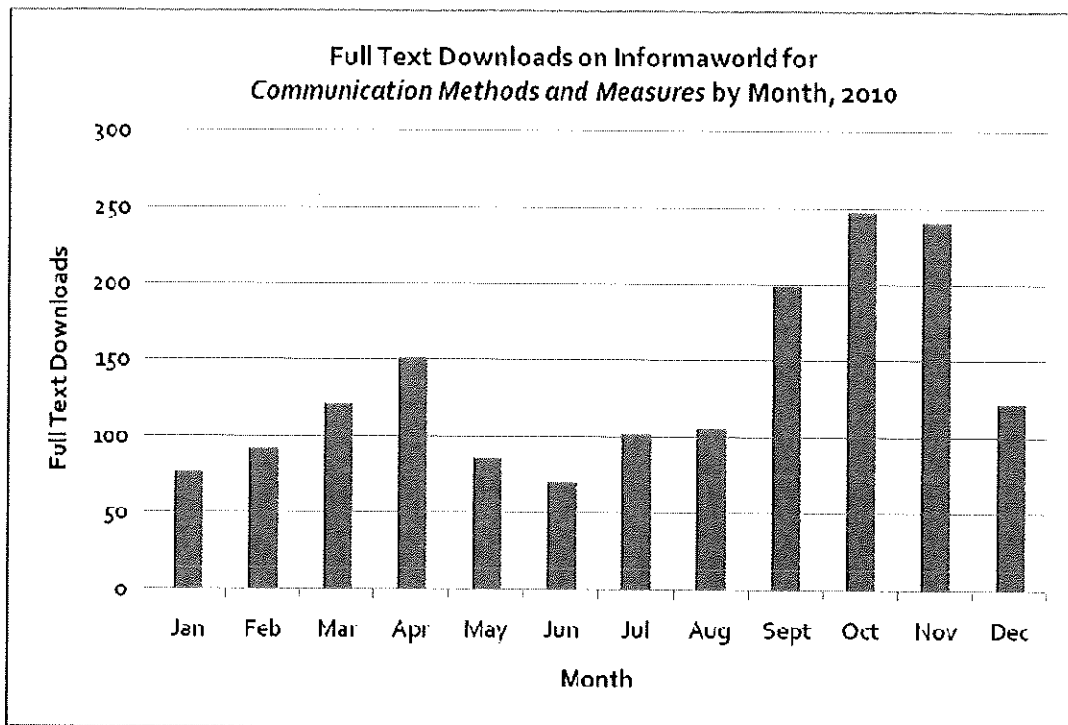
Data collected on Taylor & Francis Online includes usage that comes through other gateways such as Ingenta, SwetsWise, EJS and Library OPACs.

Our marketing activity works to drive readers to the journal, and to ensure that article downloads continue to increase every year. The total usage statistics for the Journal in 2009, 2010 and 2011† are detailed below:

<i>Communication Methods and Measures</i>	Full-text Downloads in 2011†	Full-text Downloads in 2010	Full-text Downloads in 2009
<i>Informaworld</i>	534	1,622	986

†Accurate as of 1 May 2011

1st quarter



Top Ten Downloaded Articles for *Communication Methods and Measures* in 2011 (as of 1 May 2011) via informaworld:

Article Title	Vol(Iss) - Year	Total Downloads
<b>Effect Size Reporting Practices in Communication Research</b> Authors: Shaojing Sun and Xitao Fan	4(4) – 2010	32
<b>How Much Is Enough? New Recommendations for Using Constructed Week Sampling in Newspaper Content Analysis of Health Stories</b> Authors: Douglas A. Luke, Charlene A. Caburnay, and Elisia L. Cohen	5(1) – 2011	30
<b>Exposure, Attention, or “Use” of News? Assessing Aspects of the Reliability and Validity of a Central Concept in Political Communication Research</b> Authors: William P. Eveland Jr., Myiah J. Hutchens, and Fei Shen	3(4) – 2009	25
<b>Challenges in Evaluating Health Communication Campaigns: Defining the Issues</b> Author: Seth M. Noar	3(1-2) – 2009	24
<b>A Measure of Perceived Argument Strength: Reliability and Validity</b> Authors: Xiaoquan Zhao, Andrew Strasser, Joseph N. Cappella, Caryn Lerman, and Martin Fishbein	5(1) – 2011	23
<b>Democratizing Qualitative Research: Photovoice and the Study of Human Communication</b> Author: David R. Novak	4(4) – 2009	20
<b>Answering the Call for a Standard Reliability Measure for Coding Data</b> Authors: Andrew F. Hayes and Klaus Krippendorff	1(1) – 2007	19



<b>Remembering Past Media Use: Toward the Development of a Lifetime Television Exposure Scale</b> Author: Karyn Riddle	4(3) – 2010	16
<b>Item Parceling in Structural Equation Modeling: A Primer</b> Author: Masaki Matsunaga	2(4) – 2008	16
<b>Exponential Random Graph (p*) Models as a Method for Social Network Analysis in Communication Research</b> Authors: Michelle Shumate and Edward T. Palazzolo	4(4) – 2010	15

Top Ten Downloaded Articles for *Communication Methods and Measures* in 2010 via informaworld:

Article Title	Vol(Iss) - Year	Total Downloads
<b>Challenges in Evaluating Health Communication Campaigns: Defining the Issues</b> Author: Seth M. Noar	3(1-2) – 2009	307
<b>The Locus of Message Meaning: Differences Between Trained Coders and Untrained Message Recipients in the Analysis of Alcoholic Beverage Advertising</b> Authors: Erica Weintraub Austin, Bruce E. Pinkleton, Stacey J. T. Hust, and Amber Coral-Reaume Miller	1(2) – 2007	87
<b>Item Parceling in Structural Equation Modeling: A Primer</b> Author: Masaki Matsunaga	2(4) – 2008	65
<b>Evaluating Factor Analysis Decisions for Scale Design in Communication Research</b> Author: John T. Morrison	3(4) – 2009	62
<b>Exposure, Attention, or "Use" of News? Assessing Aspects of the Reliability and Validity of a Central Concept in Political Communication Research</b> Authors: William P. Eveland Jr., Myiah J. Hutchens, and Fei Shen	3(4) – 2009	51
<b>The Reliability and Stability of General Media Exposure Measures</b> Authors: Chul-joo Lee, Robert Hornik, and Michael Hennessy	2(1-2) – 2008	41
<b>Answering the Call for a Standard Reliability Measure for Coding Data</b> Authors: Andrew F. Hayes and Klaus Krippendorff	1(1) – 2007	40
<b>Measuring Media Exposure: An Introduction to the Special Issue</b> Authors: Martin Fishbein and Robert Hornik	2(1-2) – 2008	36
<b>Content Analysis of Video Games: Challenges and Potential Solutions</b> Author: Mike Schmierbach	3(3) – 2009	35
<b>Evidence for the Construct Validity and Reliability of the Co-Cultural Theory Scales</b> Authors: Maria Knight Lapinski and Mark P. Orbe	1(2) – 2007	32



In August 2008, Taylor & Francis and all of its titles became corporate members of the Committee on Publication Ethics (COPE). COPE is a forum for editors of peer-reviewed journals to discuss issues related to the integrity of the scientific record; it supports and encourages editors to report, catalog, and instigate investigations into ethical problems in the publication process.

Editors of Taylor & Francis published titles have the opportunity to attend COPE meetings –scheduled every three months – where they can discuss some of the complex ethical problems, which have arisen during the publication process. COPE also facilitates easy access to a community of academic editors which operate as a situational discussion group, a forum which lends its collective stores of knowledge and experience regarding any situation which might arise. In addition to these benefits, editors will be extended access to the member’s only section of COPE’s website: [www.publicationethics.org](http://www.publicationethics.org).

Taylor & Francis is committed to maintaining open lines of communication between ourselves, the journals’ editors, and the affiliated/owning societies; this initiative will improve dialog and will – it is our hope – result in the preservation and evolution of scholarship.

#### **Abstracting/Indexing Coverage**

*Communication Methods and Measures* is abstracted/indexed by the following services:

- Academia.edu
- CIOS: *ComAbstracts; ComIndex*
- EBSCOhost Products: *Communication Abstracts Online*
- National Library of Medicine: *PubMed*
- OCLC: *ArticleFirst; Electronic Collections Online*
- ProQuest: *PAIS International*

*Note:* We welcome suggestions from the Editor or Editorial Board members of additional appropriate abstracting and indexing services by which they believe the Journal should be covered. Please send all such suggestions to Patrick Fallon at: [patrick.fallon@taylorandfrancis.com](mailto:patrick.fallon@taylorandfrancis.com).

# PRODUCTION

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## Production Overview

The Production Editor for *Communication Methods and Measures*, Hannah Heckner, reports that the journal generally runs on or ahead of schedule. Paper flow is good and authors are responsive to their page proofs. The newly appointed Editor-in-Chief, Andrew Hayes, is both timely with submissions and responds quickly to queries.

## 2011 Publication Schedule and Status

Current 2011 production status for Volume 5 of *Communication Methods and Measures* is as follows:

Volume (Issue) Year	Cover Month	Budgeted Pub Month	Actual or Expected Pub Date	Final Issue Page Count
Issue 5(1) 2011	January-March	February	February	92 pp.
Current Production Status: Shipped 10 February 2011.				
Issue 5(2) 2011	April-June	June	June	88 pp.
Current Production Status: Shipped 30 June 2011.				
Issue 5(3) 2011	July-September	September	12 September 2011	93 pp.
Current Production Status: Back from initial typesetting.				
Issue 5(4) 2011	October-December	December	9 December 2011	n/a
Manuscript Submission Status: Papers due 14 September 2011.				

## 2011 Page Budget

The 2011 volume year will consist of 400 pages, or 100 pages per issue. The first three issues of Volume 5 – 2011 have used 273 pages, leaving 127 pages for issue 4.

## 2010 Publication Schedule and Status

In 2010, all issues published in their budgeted publication month, except for issue 4(1-2), which published two months early. The 2010 ship dates and final page counts for Volume 4 were as follows:

Volume(Issue) Year	Cover Month	Budgeted Pub Month	Actual Pub Date	Final Issue Page Count
Issue 4(1-2) 2010	January-June	June	28 April 2010	176 pp.
Issue 4(3) 2010	July-September	September	30 September 2010	114 pp.
Issue 4(4) 2010	October-December	December	30 December 2010	84 pp.

## 2010 Page Budget

For 2010, the journal was budgeted for 384 total pages, or an average of 96 pages per issue. We finished Volume 4 using 374 pages, 10 pages under the budgeted amount.

# MARKETING

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## Marketing Overview

Routledge plans promotional campaigns for *Communication Methods and Measures*, incorporating a variety of methods including direct mail, electronic marketing, print advertising, and conference display. As always, we encourage the Editor and members of the Editorial Board to let us know about any promotional opportunities that may come up, conferences or meetings at which it would be appropriate to display materials for the journal, relevant societies and associations to target in promotion, etc. The more feedback we receive from the Editor and those involved directly with the discipline and the journal, the more effective our marketing will be, so please feel free to give us your suggestions regarding potential promotional efforts.

## Sponsorship

In 2011, Routledge sponsored the Communication Theory & Methodology Pre-Conference Workshop and Top Paper Award at the 95<sup>th</sup> AEJMC conference.

In 2010, Routledge sponsored the Communications Theory & Methodology reception at the 94<sup>th</sup> AEJMC conference.

## Special Promotion

The 2011 article "Evaluating Participation in Small Groups: Stimulated Recall, Self-Ratings, and Their Effects on Task-Relevant Judgments," by Joseph A. Bonito, Erin K. Ruppel, Mary H. DeCamp, and Isabel Garreaud de Mainvilliers (Volume 5, Issue 1, 2011) is currently FREE to access and download until 30 September 2011. The offer is being promoted at the 2011 Association for Education in Journalism and Mass Communication conference as an insert in the program booklet and as an online PDF.

## Direct Mail

### Promotion: Promotional Postcard (2011)

A promotional postcard was created for *Communication Methods and Measures* in the 3<sup>rd</sup> Quarter of 2011, featuring the aims and scope of the journal, recent content, subscription information, AEJMC affiliation, and the free article "Evaluating Participation in Small Groups: Stimulated Recall, Self-Ratings, and Their Effects on Task-Relevant Judgments," by Joseph A. Bonito, Erin K. Ruppel, Mary H. DeCamp, and Isabel Garreaud de Mainvilliers (Volume 5, Issue 1, 2011).

### Promotion: Flier (2010)

A flier was created for *Communication Methods and Measures* to use for promotional purposes in 2010. The flier included FREE access to an article from 2009, subscription rates, and manuscript submission instructions. FREE Article: "Challenges in Evaluating Health Communication Campaigns: Defining the Issues" (Volume 3, Issues 1 – 2, 2009). This article received 307 downloads in 2010.

### Promotion: Direct Mail (2009)

A flier was created for *Communication Methods and Measures* to use for promotional purposes in 2009. The flier included recent articles, subscription rates, and manuscript submission instructions.

**Promotion: Postcard (2008)**

A direct mail campaign was completed and mailed by Routledge in the 3<sup>rd</sup> Quarter of 2008. A postcard was sent to 4,723 US members of the following groups:

Group Name	Group Details	Quantity US	Quantity Int'l
International Communication Association	US Members	1,403	0
National Communication Association	Members of the following divisions: <ul style="list-style-type: none"><li>• Communication Assessment</li><li>• Rhetorical &amp; Communication Theory</li></ul>	1,705	0
Association for Education in Journalism and Mass Communication	Communication Theory & Methodology Division	299	0
MDR 4 year and Graduate Faculty	Faculty teaching courses in Communication Research Methods	1,310	0
Routledge Journal Subscribers	<i>Journal of Applied Communication Research</i>	6	0
<b>TOTALS</b>		<b>4,723</b>	<b>0</b>

**Promotion: Direct Mail (2007)**

A direct mail campaign was completed and mailed by Routledge in May 2007. A brochure was sent to 4,740 US members of the following groups:

Group Name	Group Details	Quantity US	Quantity Int'l
International Communication Association	Entire US Member List	2,677	0
National Communication Association	Sections: <ul style="list-style-type: none"><li>• Communication Assessment</li><li>• Rhetorical and Communication Theory</li></ul>	900	0
MDR 4 year and Graduate Faculty	Faculty teaching courses in Communication Research Methods	1,163	0
<b>TOTALS</b>		<b>4,740</b>	<b>0</b>

## Conferences

In 2011, sample copies of the *Communication Methods and Measures*, along with promotional materials (i.e. brochures, posters, etc.), will be displayed at all relevant communication conferences, including:

Conference	Month
Joint Annual Conference of the MeCCSA and AMPE	January
Modern Language Association	January
Western States Communication Association	February
AEJMC Midwinter Meeting	February
Southern States Communication Association	March
New Jersey Communication Association	March
Central States Communication Association	April
Eastern Communication Association	April
International Communication Association	May
International Association for Media and Communication Research	July
Association for Education in Journalism and Mass Communication	August
European Communication Research and Education Association	October
New York Communication Association	October
National Communication Association	November

**Please note: Members of the editorial board are encouraged to contact the Editor or the marketing department either to suggest meetings at which the journal's presence would be valuable or to volunteer to promote the journal informally at smaller meetings. We can arrange to have leaflets and sample copies sent in advance.**

**Co-op Displays:** We will coordinate smaller co-op displays at additional conferences throughout the year. Co-op exhibits allow publishers to display and distribute materials (brochures and sample copies) at meetings which they are not able to physically attend.

## Advertising

### Paid Advertising

In 2011, *Communication Methods and Measures* may be included as a part of a combined Routledge advert in the following meeting programs, space permitting:

- Association for Education in Journalism and Mass Communication Annual Meeting Program
- National Communication Association Annual Meeting Program

Ads for other related publications will be accepted, upon approval, and placed in issues of *Communication Methods and Measures*.

## **Cross Marketing and House Advertising**

A 2011 ad for *Communication Methods and Measures* will be created and placed into other related Routledge publications on a space available basis, upon the editor's request, including:

- *Western Journal of Communication*
- *Southern Communication Journal*
- *Communication Booknotes Quarterly*
- *Communication Quarterly*
- *Communication Research Reports*
- *Qualitative Research Reports in Communication*
- *Communication Studies*
- *The Communication Review*
- *Journal of Health Communication*
- *Health Communication*
- *Atlantic Journal of Communication*
- *Popular Communication*
- *Mass Communication and Society*
- *Communication Law and Policy*
- *Technical Communication Quarterly*

## **Catalogs**

*Communication Methods and Measures* is promoted each year in the following Routledge catalogs:

- *Communication Journals of Related Interest*
- *Communications Studies Book Catalog*
- *Research Methods: Education and Social Science Book Magazine*

Routledge catalogs mail to approximately 18,000 book buyers and journal subscribers and are a useful resource for librarians.

## **Electronic Marketing**

### **Journal Webpages**

Every Routledge journal has its own dedicated webpages highlighting special issues and special rates.

***Communication Methods and Measures***

<http://www.tandf.co.uk/journals/HCMS>

<http://www.tandfonline.com/HCMS>

### **New Issue Alerts**

New Issue Alerts is a *free* email contents alerting service designed to deliver the Table of Contents for over 1,600 journals of your choice in advance of the printed edition. Sign-up at <http://www.tandf.co.uk/journals/alerting.asp>.

### **eUpdates**

eUpdates is a service wherein we ask interested customers to sign on to receive email notices about Routledge books and journals in specific categories.

eUpdates are electronic HTML notices that provide content information, a link to each journal's web page, a link to download a free online sample, conference information, call for papers, etc.

To sign up for eUpdates, go to: <http://www.tandf.co.uk/journals/eupdates.asp>.

### **The Communication Arena**

The Routledge Communication Arena ([www.communicationarena.com](http://www.communicationarena.com)) aims to be a single point of reference for academics, students and researchers for all matters relating to communication studies and research. Information on conferences, associations, societies, journals and books is provided all in one central location. Currently a link to the Communication Arena exists on each of the journal's webpages.

### **Press Releases**

A press release can be created for any special issue or special article. Please contact Jessica Ciaramella at [jessica.ciaramella@taylorandfrancis.com](mailto:jessica.ciaramella@taylorandfrancis.com) to schedule a press release.