

Journalism & Mass Communication Directory

A publication of the Association for Education in Journalism and Mass Communication

Background:

The **Journalism & Mass Communication Directory** is a nearly 400-page handy reference that includes a guide to schools and departments of journalism and mass communication, AEJMC's membership roster and biographies, and journalism-related organizations. It offers a direct avenue of communication to scholars, educators, practitioners, and students in the field of journalism and mass communication. The world-wide readership includes department heads of journalism/communication programs, collegiate professors, secondary education instructors, textbook authors, and network and publishing executives, as well as journalism and mass communication students. It is published annually with a circulation of **3,825** (July 2010).

Specifications:

Journalism & Mass Communication Directory is printed in a 6" x 9" format. Full-page and horizontal half-page space is available with page location on a first-come basis. Ad sizes are 4 5/8" x 7 5/8" (full page), 4 5/8" x 3 5/8" (half page), and 4 5/8" x 6 5/8" (back cover). Ad content is subject to approval of the publisher. Advertisers should submit black-and-white copy as a high resolution PDF. No bleed pages. Recommended screens are 120-150 with 133 preferred. Process color is available with cost quoted upon request.

Special Placement Requests: Limited consecutive pages and/or consecutive right-hand pages available at regular rate plus \$100 placement fee per page. A maximum of four consecutive pages or three consecutive right-hand pages will be sold, although an advertiser may request similar placements elsewhere in the publication.

Cover positions and End page are sold on a lottery basis. Interest in one or more cover positions must be conveyed to **Fredaejmc@aol.com** by June 15. Results of the drawing will be announced by June 30.

Payment and Billing:

No agency or cash discounts will be given. Payment in advance is appreciated but not required. AEJMC accepts VISA, MasterCard, Discover and American Express. Invoices, if payment is not received in advance, and

tearsheets will be mailed to all advertisers after publication. For information and space reservation, contact Fred Williams by email at **Fredaejmc@aol.com** or call at (803) 798-0274.

Ad Rates:

Back Cover:	\$600	Facing Pages:	\$900
Inside Covers:	\$525	*Full Page:	\$400
End Page:	\$500	*Half Page:	\$300

Deadlines:

Issue: Annual

Reservation Deadline: September 15

Copy Deadline: September 29

Publication Date: October

Reservations may be modified until September 29 at no charge. Advertisers will be invoiced the entire cost of the ad if cancellation is received after September 29.

***Member Rates:** If your school is a member of the Association of Schools of Journalism and Mass Communication or your organization is a member of the Council of Affiliates, you receive a 30% discount off full page (**\$280**) and half page (**\$210**) placements as a membership benefit. If membership status changes during the contract terms, regular rates will apply.

Send Advertising Copy to:

Advertising Copy should be sent as a PDF file to: **Directory_Advertising@aejmc.org**. Questions should be addressed to Fred Williams at **fredaejmc@aol.com** or 803-798-0274. Questions also may be addressed to Janet Harley at **aejmcassistant@aol.com** or 803-798-0271.

AEJMC reserves the right to assign advertising space. Positions are assigned on a first-reserved, first-assigned basis. However, positions will be assigned to those paying a discounted rate after assigning those paying the full rate. Advertisements must be camera-ready artwork. ANY expenses incurred in the design, layout, paste-up, typesetting or camera work will be billed to the advertiser. **Rates effective January 1, 2010. This rate card supersedes previously published rates.**

Return this form by September 15, 2010

Please reserve the following advertising space in the **2010-2011 Journalism & Mass Communication Directory**:

_____ Full page; _____ Half page; ~~**sold** Back cover;~~ ~~**sold** Inside covers;~~ ~~**sold** End Page;~~ _____ Facing pages.

Firm, Group, University

College, School, Department

Address

City, State, Zip + 4

Person authorizing space reservation and title

Date

Telephone

Fax

E-mail address

Payment Methods: _____ 1) Invoice _____ 2) Check or Money Order (*Made Payable to AEJMC*) or

_____ 3) Charge to: _____ MasterCard _____ VISA _____ American Express _____ Discover

Card Number

Exp. Date

Signature

Return to: **Journalism & Mass Communication Directory, 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667** or to **Fredaejmc@aol.com**