

# Journalism & Mass Communication Quarterly

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

## Background:

**Journalism & Mass Communication Quarterly** is devoted to research in journalism and mass communication. It contains reports of original investigation presenting latest developments in theory and methodology of communications, international communications, journalism history, social and legal problems. *J/MCQ* reviews books of general interest to journalism and mass communication scholars and practitioners, and to specialists in many sub-fields. Published quarterly with a circulation of **4,774** (July 2010).

## Specifications:

**Journalism & Mass Communication Quarterly** 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.

**Autumn Issue 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 July 15. Results of the drawing will be announced by July 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 further information and space reservation, contact Fred Williams by email at **Fredaejmc@aol.com** or call at (803) 798-0274.

## Ad Rates:

Back Cover:	\$400	Facing Pages:	\$700
Inside Covers:	\$325	*Full Page:	\$300
End Page:	\$325	*Half Page:	\$200

**\*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 (**\$210**) and half page (**\$140**) placements as a membership benefit. If membership status changes during the contract terms, regular rates will apply.

Deadlines Issue	Reservation Deadline	Copy Deadline	Publication Date
Spring	Jan 15	Feb 15	April
Summer	April 15	May 15	July
Autumn	Sept 15	Sept 29	October
Winter	Oct 15	Nov 15	January

## Send Advertising Copy to:

Advertising Copy should be sent as a PDF file to: **Quarterly\_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 to reserve the following advertising space for the Autumn/Winter issue by September 15, 2010.**

\_\_\_\_\_ 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

\_\_\_\_\_  
Card Billing Address:

Zip Code: \_\_\_\_\_ Security Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

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