



The logo features the text "Journalism & Mass Communication" in a serif font, enclosed in a rectangular box. Below this box, the word "Quarterly" is written in a large, elegant serif font. The letter "Q" in "Quarterly" is significantly larger and overlaps the box containing the text above it.

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 subfields. It is published quarterly with a circulation of **5,141** (September 2007).

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 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 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 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 reser-

vation, contact Fred Williams by email at Fredaejmc@aol.com or call at (803) 798-0274.

Ad Rates:

Back Cover:	\$400
Inside Covers:	\$325
End Page:	\$325
Facing Pages:	\$700
*Full Page:	\$300
*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	July 15	Aug 15	October
Winter	Oct 15	Nov 15	January

Send Advertising Copy to:

Fred Williams, AEJMC, 234 Outlet Pointe Blvd., Suite A, Columbia SC 29210-5667, office: (803) 798-0274, Fax: (803) 772-3509, and you should email the advertisement PDF file to: Quarterly_Advertising@aejmc.org.

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, past-up, typesetting or camera work will be billed to the advertiser. **Rates effective January 1, 2008. This rate card supersedes previously published rates.**