

Duke University Press is pleased to offer online advertising for all of its journals.

Please note: due to continuous website enhancements and updates it is necessary to confirm all reservations with the Journals Advertising coordinator before producing the artwork.

Specifications

Please reference the following table for file size limits and animation lengths. If you are interested in submitting a banner ad, please send an email to journals_advertising@dukeupress.edu.

Pixel Size	Maximum File Size	Recommended Animation Length
150 x 60	20k	:15
150 x 90	20k	:15
150 x 240	30k	:15
180 x 90	30k	:15
375 x 90	40k	:15

Ads should be saved as web-ready files. Acceptable types are GIF, JPEG and SWF (with back-up GIF or JPEG files).

Placement

Banner ads can be placed in several locations:

1. On the Duke University Press landing page, in the left column. Size options for this section are 150x60 (**Button 1**), 150x90 (**Button 2**) and 150x240 (**Spotlight**).
2. On each journal's landing page, in the left column. Size options for this section are 150x60 (**Button 1**), 150x90 (**Button 2**) and 150x240 (**Spotlight**).
3. On each journal's landing page, in the middle below the search box. The only size available in this section is 180x90 (**Tile**).

(continued on next page)

Duke University Press Landing Page (<http://www.dukejournals.org>)

The screenshot shows the Duke University Press landing page. It features a navigation menu on the left, a main content area with a search bar and a list of journals, and a right sidebar with a sign-in form and personalized content. Three advertising spots are highlighted with numbered circles: 1 (a 150x60 button), 2 (a 150x90 button), and 3 (a 180x90 tile).

Journal Landing Page

(Example: <http://commonknowledge.dukejournals.org>)

The screenshot shows the landing page for the journal 'Common Knowledge'. It includes a header with the journal title, a navigation menu on the left, a main content area with a search bar and a list of articles, and a right sidebar with a sign-in form and related titles. Three advertising spots are highlighted with numbered circles: 1 (a 150x60 button), 2 (a 150x240 spotlight), and 3 (a 180x90 tile).

4. On each journal's main content page, in the upper right corner. The only size available in this section is 375x90 (**Banner**).

Journal Main Content Page

(Example: <http://commonknowledge.dukejournals.org/current.dtl>)



Pricing

Banner ad pricing as listed below.

<i>Duke University Press Landing Page</i>	\$300
<i>American Literature</i>	\$375
<i>American Speech</i>	\$150
<i>boundary 2</i>	\$150
<i>Camera Obscura</i>	\$100
<i>Common Knowledge</i>	\$200
<i>Comparative Literature</i>	\$175
<i>Comparative Studies of South Asia, Africa and the Middle East</i>	\$175
<i>differences</i>	\$150
<i>East Asian Sciences, Technology and Society: An International Journal</i>	\$200
<i>Eighteenth Century Life</i>	\$180
<i>Ethnohistory</i>	\$265
<i>French Historical Studies</i>	\$240
<i>Genre</i>	\$175
<i>GLQ</i>	\$175
<i>Hispanic American Historical Review</i>	\$300
<i>History of Political Economy</i>	\$125
<i>Journal of Health, Politics, Policy and Law</i>	\$325
<i>Journal of Medieval and Early Modern Studies</i>	\$200
<i>Journal of Music Theory</i>	\$210

<i>Labor</i>	\$300
<i>Limnology and Oceanography: Fluids and Environments</i>	\$450
<i>Mediterranean Quarterly</i>	\$150
<i>minnesota review</i>	\$150
<i>Modern Language Quarterly</i>	\$175
<i>Nka</i>	\$300
<i>New German Critique</i>	\$100
<i>Novel</i>	\$175
<i>Pedagogy</i>	\$100
<i>Philosophical Review</i>	\$325
<i>Poetics Today</i>	\$175
<i>positions</i>	\$100
<i>Public Culture</i>	\$275
<i>Radical History Review</i>	\$360
<i>Small Axe</i>	\$175
<i>South Atlantic Quarterly</i>	\$200
<i>Social Science History</i>	\$175
<i>Social Text</i>	\$175
<i>Theater</i>	\$250

Terms

- Ads on journal landing pages (positions 2, 3 and 4) will run for the length of one issue (three months for a journal that is published quarterly). Ads on the Duke University Press landing page (position 1) will run for one month.
- All ads should be reserved by insertion order, just as with print advertising.
- Advertising content is subject to publisher approval.
- Invoices and screenshots will be sent following ad posting. Payment is due 30 days from invoice date.
- The publisher's liability for any error will not exceed the cost of the space.
- Campaigns are limited to one creative change per month.
- Duke University Press will not alter creative in any way.
- Files that do not meet specs will need to be re-submitted by advertiser.
- Based on demand, multiple ads may rotate in the same location.
- Statistics (impressions and click-through rates) are available upon request at the completion of the campaign.

Deadlines

Ads on the Duke University Press landing page are due on the 20th of the month prior to run date. For all other online ad deadlines, please visit:
<http://www.dukeupress.edu/journals/advertising>.

Submission

Please email your final file(s) to the Advertising Coordinator at journals_advertising@dukeupress.edu.

Each ad should be clearly marked with the name of the journal and date in which it is to appear.

The click-through URL must be included when the creative is submitted.

Contact

Please contact the Advertising Coordinator with any questions by emailing journals_advertising@dukeupress.edu.

For information about advertising in print editions of our journals, please visit:
<http://www.dukeupress.edu/journals/advertising>.