

2011 Online Advertising Rates & Information

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

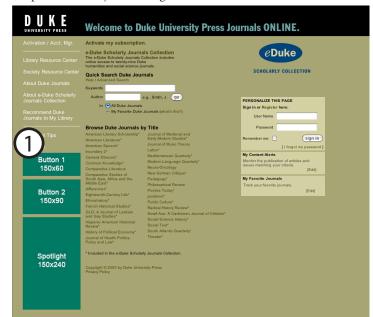
Banner ads can be placed in several locations:

- 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).
- 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)

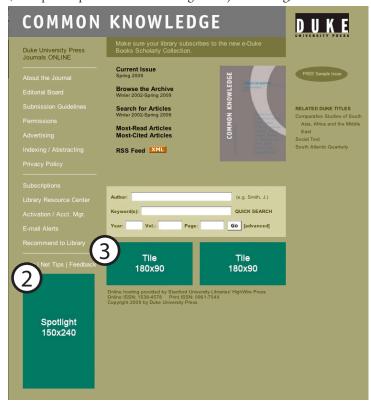
Duke University Press Landing Page

(http://www.dukejournals.org)



Journal Landing Page

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





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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.

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

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



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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.