

We offer a variety of advertising options to meet your needs. In addition to online advertising, we offer traditional print advertising to ensure your promotions are seen by a wide audience. Our journals are read by scientists, scholars, researchers, policy makers, administrators, practitioners, professionals, and students. If you would like to discuss your advertising needs, receive a sample journal issue, or reserve advertising space, please contact our advertising manager at:

Chloe Lauer, Advertising Manager | phone (608) 263-0534 | fax (608) 263-1173 | e-mail journal.ads@uwpress.wisc.edu

Terms and Policies

1. The University of Wisconsin Press reserves the right to reject any advertisement. Advertisements or references to products or services by brand names or trademark do not imply an endorsement by the editors or publisher.
2. Invoices are issued at time of journal mailing.
3. No cash discounts; no agency discounts.
4. No conditions appearing on the contract or order which conflict with the publisher's policies will be binding on the publisher.
5. If change of copy is not received by deadline, previous copy will be used.
6. The publisher's liability for any error will not exceed the cost of the advertising space.
7. Notice of cancellation must be received by closing date.
8. Only cover positions are guaranteed.

Specifications

In general, unless you have in-house design staff, we highly recommend using the services of a graphic designer or an ad agency. We require press quality Adobe Acrobat PDF files, with fonts embedded, and grayscale images of at least 300 ppi.

1. Ads must be at final size, per dimensions listed on the following page, with no bleeds.
2. Ads must be in grayscale. We do not accept RGB for print. Exceptions: *Native Plants Journal* accepts CMYK color ads, and *Ecological Restoration* may accept a CMYK color ad in limited circumstances.
3. If at all possible, art should be created from electronic files, NOT scans. If absolutely necessary, artwork may be scanned, with a resolution of at least 300 dpi at final reproduction size or larger.
4. Fonts must be embedded or outlined.
5. We do not accept ads created in Microsoft Word or Publisher. Please use a graphics program such as Adobe Photoshop, InDesign, or Illustrator to create your press quality PDF.

Deadlines & Pricing

See also following page.

A 20% volume discount applies to each insertion when two or more reservations are made at the same time. Multiple insertions may be in the same issue, same volume, or your choice of two or more journals.

Print Advertising Information (2024)

	African Economic History	Contemporary Literature	Ghana Studies	Journal of Human Resources	Luso-Brazilian Review	Monatshefte	Scandinavian Studies
Vol/Issue, Art Due	52:1, Apr. 4, 2024 52:2, Sept. 30, 2024	63:4, contact UWP 64:1, contact UWP 64:2, contact UWP 64:3, contact UWP	25, Jan. 5, 2024	59:1, Nov. 2, 2023 59:2, Jan. 11, 2024 59:3, Mar. 11, 2024 59:4, May 9, 2024 59:5, July 11, 2024 59:6, Sept. 9, 2024	61:1, Apr. 11, 2024 61:2, Oct. 14, 2024	116:1, Jan. 4, 2024 116:2, Apr. 22, 2024 116:3, Aug. 5, 2024 116:4, Oct. 10, 2024	96:1, Nov. 1, 2023 96:2, Feb. 1, 2024 96:3, May 1, 2024 96:4, Aug. 1, 2024
Full Page 4.75" x 7.75"	\$510	\$530	\$510	\$530	\$510	\$510	
Half Page 4.75" x 3.75"	\$410	\$440	\$410	\$440	\$410	\$410	

	Land Economics	History of Pharmacy and Pharmaceuticals
Vol/Issue, Art Due	100:1, Nov. 11, 2023 100:2, Mar. 14, 2024 100:3, June 17, 2024 100:4, Sept. 16, 2024	66:1, Apr. 15, 2024 66:2, Sept. 26, 2024
Full Page 5.5" x 8"	\$530	\$510
Half Page 5.5" x 4"	\$440	\$410

	Arctic Anthropology	Landscape Journal
Vol/Issue, Art Due	60:1, Feb. 1, 2024 60:2, Aug. 1, 2024	43:1, Apr. 11, 2024 43:2, Sept. 9, 2024
Full Page 7" x 9.5"	\$510	\$510
Half Page 7" x 4.75"	\$410	\$410

	Ecological Restoration		Native Plants Journal	
Vol/Issue, Art Due	42:1, Jan. 10, 2024 42:2, Apr. 11, 2024 42:3, July 8, 2024 42:4, Sept. 30, 2024		25:1, Jan. 17, 2024 25:2, (Directory Issue), Apr. 25, 2024 25:3, Aug. 15, 2024	
Full Page 6.75" x 9.5"	\$415		\$480	Color, \$630
Half Page 6.75" x 4.5"	\$315		\$300	Color, \$380
Quarter Page 3.25" x 4.5"	\$250		\$205	Color, \$230
Cover	Cover 2 or 3 b/w, \$475	Cover 2 or 3	—	Cover 2 or 3 color, \$915