AMERICAN SOCIOLOGICAL ASSOCIATION

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Effective January 2015
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AMERICAN SOCIOLOGICAL REVIEW

The American Sociological Review (ASR) is the flagship journal of the American Sociological Association (ASA). The ASA founded this journal in 1936 (volume 1) with the mission to publish original works of interest to the sociology discipline in general, new theoretical developments, results of research that advance our understanding of fundamental social processes, and important methodological innovations. All areas of sociology are welcome in the American Sociological Review. Emphasis is on exceptional quality and general interest.

FREQUENCY: 6x/year
PRINT CIRCULATION: 3,940 Paid

2015 PRINT ADVERTISING RATES

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Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above) $1,405

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

2015 DEADLINES

February
Space reservation due: 12/23/14
Materials due: 12/29/14
Inserts due: 1/5/15

April
Space reservation due: 2/25/15
Materials due: 3/2/15
Inserts due: 3/9/15

June
Space reservation due: 4/22/15
Materials due: 4/28/15
Inserts due: 5/5/15

August
Space reservation due: 6/20/15
Materials due: 6/26/15
Inserts due: 7/3/15

October
Space reservation due: 8/18/15
Materials due: 8/24/15
Inserts due: 8/31/15

December
Space reservation due: 10/21/15
Materials due: 10/27/15
Inserts due: 11/3/15

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

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BONUS DISTRIBUTION CALENDAR – 2015

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<td>110th American Sociological Association (ASA) Annual Meeting</td>
<td>August 22-25</td>
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* Insertions made after printed space reservation deadline are non-cancelable. Bonus distribution at these conferences is not guaranteed. SAGE will make every effort to distribute the issues as scheduled but is not responsible for compensation to advertisers if journals do not make shipments as planned.
### CONTEMPORARY SOCIOLOGY: A JOURNAL OF REVIEW

*Contemporary Sociology (CS)* publishes reviews and critical discussions of recent works in sociology and in related disciplines that merit the attention of sociologists. Since not all sociological publications can be reviewed, a selection is made to reflect important trends and issues in the field. Please note that CS does not accept unsolicited reviews.

**FREQUENCY:** 6x/year  
**PRINT CIRCULATION:** 3,800 Paid

### 2015 PRINT ADVERTISING RATES

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Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above) ........................................... $1,155

**AGENCY COMMISSION:** 15%

### CONTEXTS

Directed to anyone interested in the latest sociological ideas and research, *Contexts* seeks to apply new knowledge, stimulate fresh thinking, and disseminate information. Its articles, both commissioned and unsolicited, synthesize key findings, weave together diverse strands of work, draw out implications for policy, and debate issues of controversy. The hallmarks of Contexts are accessibility, broad appeal, and timeliness. By design, it is not a technical journal, but a magazine for diverse readers who wish to be current about social science knowledge, emerging trends, and their relevance. It regularly publishes letters and opinions, brief notes on recent findings, feature articles with comments, and essay reviews of Books. While significant as scholarship, articles published in Contexts will be prepared in an easy and engaging style.

**FREQUENCY:** Quarterly  
**PRINT CIRCULATION:** 3,000 Paid

### 2015 PRINT ADVERTISING RATES

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**COLOR RATES:** 4-Color charge (in addition to B&W rate above) ........................................... $1,155

**AGENCY COMMISSION:** 15%

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### CONTEXTS 2015 DEADLINES

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JOURNAL OF HEALTH AND SOCIAL BEHAVIOR

The Journal of Health and Social Behavior is a medical sociology journal that publishes empirical and theoretical articles that apply sociological concepts and methods to the understanding of health and illness and the organization of medicine and health care. Its editorial policy favors manuscripts that are grounded in important theoretical issues in medical sociology or the sociology of mental health and that advance our theoretical understanding of the processes by which social factors and human health are interrelated.

FREQUENCY: Quarterly
PRINT CIRCULATION: 2,120 Paid

2015 PRINT ADVERTISING RATES

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Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above).................................$1,115

AGENCY COMMISSION: 15%

SOCIAL PSYCHOLOGY QUARTERLY

Social Psychology Quarterly publishes theoretical and empirical papers on the link between the individual and society, including the study of the relations of individuals to one another, as well as to groups, collectivities and institutions. It also includes the study of intra-individual processes insofar as they substantially influence or are influenced by social structure and process. The journal is genuinely interdisciplinary, publishing works by both sociologists and psychologists.

FREQUENCY: Quarterly
PRINT CIRCULATION: 1,720 Paid

2015 PRINT ADVERTISING RATES

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COLOR RATES: 4-Color charge (in addition to B&W rate above).................................$1,115

AGENCY COMMISSION: 15%
**Sociological Methodology**

*Sociological Methodology* is a compendium of new and sometimes controversial advances in social science methodology. Contributions come from diverse areas and have something useful — and often surprising — to say about a wide range of topics ranging from legal and ethical issues surrounding data collection to the methodology of theory construction. In short, Sociological Methodology holds something of value — and an interesting mix of lively controversy, too — for nearly everyone who participates in the enterprise of sociological research.

**FREQUENCY:** Annual  
**PRINT CIRCULATION:** 2,100 Paid  
**2015 DEADLINES:** August (Annual Issue)  
Space reservation due: 7/10/15   Materials due: 7/15/15   Inserts due: 7/22/15

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Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above)...................................................................................................................................$1,115

**AGENCY COMMISSION:** 15%

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**Sociological Theory**

*Sociological Theory* covers topics from ethnomethodology to world systems analysis, from commentaries on the classics to the latest cuttingedge ideas, and from re-examinations of neglected theorists to metatheoretical inquiries. Its themes and contributions are interdisciplinary, its orientation pluralistic, its pages open to commentary and debate. Renowned for publishing the best international research and scholarship, Sociological Theory is essential reading for sociologists and social theorists alike.

**FREQUENCY:** Quarterly  
**PRINT CIRCULATION:** 1,590 Paid

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**COLOR RATES:** 4-Color charge (in addition to B&W rate above)...................................................................................................................................$1,115

**AGENCY COMMISSION:** 15%
SOCIETY OF EDUCATION

*Sociology of Education* provides a forum for studies in the sociology of education and human social development. We publish research that examines how social institutions and individuals’ experiences within these institutions affect educational processes and social development. Such research may span various levels of analysis, ranging from the individual to the structure of relations among social and educational institutions. In an increasingly complex society, important educational issues arise throughout the life cycle. The journal presents a balance of papers examining all stages and all types of education at the individual, institutional, and organizational levels. We invite contributions from all methodologies.

**FREQUENCY:** Quarterly  
**PRINT CIRCULATION:** 2,100 Paid

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**SOCIETY AND MENTAL HEALTH**

*Society and Mental Health* publishes original and innovative peer-reviewed research and theory articles that link social structure and sociocultural processes with mental health and illness in society. It also provides an outlet for sociologically relevant research and theory articles that are produced in other disciplines and subfields concerned with issues related to mental health and illness. The aim of the journal is to advance knowledge in the sociology of mental health and illness by publishing the leading work that highlights the unique perspectives and contributions that sociological research and theory can make to our understanding of mental health and illness in society.

**FREQUENCY:** 3 times/year  
**PRINT CIRCULATION:** 2,400 Paid

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**2015 PRINT ADVERTISING RATES**

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Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above) $1,115

**AGENCY COMMISSION:** 15%

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**SMH 2015 DEADLINES**

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Space reservation due: 1/21/15  
Materials due: 1/27/15  
Inserts due: 2/3/15

**July**  
Space reservation due: 5/20/15  
Materials due: 5/26/15  
Inserts due: 6/2/15

**November**  
Space reservation due: 9/24/15  
Materials due: 9/29/15  
Inserts due: 10/6/15
ADVERTISING OPPORTUNITIES WITH
AMERICAN SOCIOLOGICAL ASSOCIATION

All Advertising subject to ASA approval.

TEACHING SOCIOLOGY

Teaching Sociology publishes articles, notes, and reviews intended to be helpful to the discipline’s teachers. Articles range from experimental studies of teaching and learning to broad, synthetic essays on pedagogically important issues. Notes focus on specific teaching issues or techniques. The general intent is to share theoretically stimulating and practically useful information and advice with teachers. Formats include full-length articles; notes of 10 pages or less; interviews, review essays; reviews of books, films, videos, and software; and conversations.

FREQUENCY: Quarterly
PRINT CIRCULATION: 1,590 Paid

2015 PRINT ADVERTISING RATES

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COLOR RATES: 4-Color charge (in addition to B&W rate above)........................................................................$1,115

AGENCY COMMISSION: 15%

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FREQUENCY: Quarterly
PRINT CIRCULATION: 1,590 Paid

2015 PRINT ADVERTISING RATES

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**ADVERTISING OPPORTUNITIES WITH AMERICAN SOCIOLOGICAL ASSOCIATION**

All Advertising subject to ASA approval.

### COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

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### INSERTS AND OTHER HIGH-IMPACT OPPORTUNITIES

**INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:**
- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

**HIGH-IMPACT PRINT ADVERTISING:**
- **Cover Tips** – An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

**SAGE can also arrange for translation of reprints into the local language of your target audience.**

### OTHER MARKETING OPPORTUNITIES

**ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS**
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

**SUPPLEMENTS**
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

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Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**SPONSORED SUBSCRIPTIONS**
Target the mailing list of your choice by sponsoring subscriptions to the journal.
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http://asr.sagepub.com

CONTEMPORARY SOCIOLOGY: A JOURNAL OF REVIEW
http://cs.sagepub.com

JOURNAL OF HEALTH AND SOCIAL BEHAVIOR
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SOCIOLOGICAL METHODOLOGY
http://smx.sagepub.com

SOCIOLOGICAL THEORY
http://stx.sagepub.com

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• Leaderboard (728 x 90).......................................................... $50 CPM
• Skyscraper (160 x 600).......................................................... $50 CPM

Minimum buy: 10,000 impressions per month per banner

• Exclusive visibility may be available in any of the locations. Please contact your representative.
• Please note that some locations may not be available for all sites.
• Banner advertising may be available across multiple publications. Please contact your representative.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

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<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
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</table>

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

• Acceptable File Formats: GIF, JPG, PNG
• Maximum size on banners: 40K
• All artwork is subject to review/acceptance by publisher prior to placement.

• Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.
### GENERAL INFORMATION

**PUBLISHER:**
SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320,
Phone: (805) 499-0721, Fax: (805) 410-7009

**SOCIETY AFFILIATION:**
American Sociological Association

**ABOUT THE ASA:**
The American Sociological Association (ASA), founded in 1905, is a non-profit membership association dedicated to advancing sociology as a scientific discipline and profession serving the public good. With over 14,000 members, ASA encompasses sociologists who are faculty members at colleges and universities, researchers, practitioners, and students. About 20 percent of the members work in government, business, or non-profit organizations.

As the national organization for sociologists, the American Sociological Association, through its Executive Office, is well positioned to provide a unique set of services to its members and to promote the vitality, visibility, and diversity of the discipline. Working at the national and international levels, the Association aims to articulate policy and implement programs likely to have the broadest possible impact for sociology now and in the future.

**THE AMERICAN SOCIOLOGICAL SOCIETY IS:**
- a non-profit membership association based in Washington, DC
- dedicated to advancing sociology as a scientific discipline and profession serving the public good
- 100 years old in 2005 (founded in 1905)
- an association of over 14,000 members
- home to 49 special interest sections with 25,000 members (many ASA members join more than one section)
- host of an annual meeting with more than 5,500 participants
- publisher of 10 professional journals and magazines

**ASA’S MISSION:**
- Serving Sociologists in Their Work
- Advancing Sociology as a Science and Profession
- Promoting the Contributions and Use of Sociology to Society

**ASA MEMBERS INCLUDE:**
- college and university faculty
- researchers
- students
- practitioners
*About 20 percent of the members work in government, business, or non-profit organizations.*

**TARGET AUDIENCE:**
Sociology researchers, practitioners, students and teachers; government and non-profit employees; social psychologists; general social science researchers

**ANNUAL MEETING:**
The Annual Meeting of the American Sociological Association will be held on August 16-19, 2014 in San Francisco, CA
For more information regarding exhibiting, please visit the conference website: http://www.asanet.org/

**GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:**
All advertising is subject to the publisher’s and ASA’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.
## ARTWORK SPECIFICATIONS

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</tr>
</tbody>
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### REQUIREMENTS FOR ELECTRONIC DELIVERY:

**General Instructions:**
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

**Image Size/Crop:**
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

**Proof Instructions:**
- **Color Ads:** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

**File Submission Instructions:**
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

### BIND-IN CARDS AND INSERTS:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8” from gutter.

All live copy should be no closer than ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

**POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:**
Final size of all BRCs must be 4 1/4” h x 6” w. Minimum paper weight is 7 pt. Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.