

III. The Publication: Some General Concerns

A. PUBLICATION DESIGN AND PAGE FORMAT

Most editors wish to make an impression not only on the content of their publication but also on the physical appearance of the publication itself. Thus, one of their first challenges is to consider the “look” of the publication, and also the design of letterhead and other office communication materials. Editors may make modest changes to the cover design of the journal upon consultation with and approval from the Executive Office.

Most ASA journal covers are printed on a standard white cover stock, with two ink colors. The Executive Office and the publishing partner can provide resources for editors in tackling a new cover design, and can also offer insights into printing techniques that stay within ASA’s limitations and still provide attractive variety in cover design.

For ideas and inspiration, look over the covers of recent and current ASA publications. The cover styles fall into two categories: simple covers with design elements and little type and covers carrying issue contents and masthead. ASA prefers conservative cover designs and colors. If the table of contents appears on the cover, it should be repeated within the first five pages of the issue to avoid loss of the contents should the cover be lost or damaged in the mail. In addition, design items appearing on the cover should always appear in the same place and in the same typeface. Editors’ names should not appear on a journal cover.

Journal covers and page design should not change frequently. If editors want to make a change, they may do so only at the beginning of their terms, concurrent with the beginning of their first volume year. The ASA does, however, recommend changing ink colors on the cover from year to year in order to distinguish easily between shelved volumes.

B. PAGE ALLOCATIONS

Each ASA publication is allocated a specific number of pages to publish in a calendar year. This page allocation is recommended by the Committee on Publications, subject to the approval of Council. The allocation includes all printed pages, excluding the cover and any advertising pages.

These annual allocations are generally based on the allocations for the previous year, subject to annual adjustment upward or downward according to criteria such as the following: (1) the financial capability of the Association; (2) manuscript flow with due consideration for the quality of submissions; and (3) special issues or other special purposes germane to the purposes of the publications program. In addition, page allocations or restrictions are defined by the publishing contracts negotiated between ASA and the publishers.

Page allocations affect journal budgets, printing schedules, and subscription and advertising rates. An editor ordinarily publishes the number of pages allocated to the publication in a given year, although filling all pages is not mandatory. However, a recurring and significant decrease in the number of pages published will be viewed by the Committee on Publications as a potential issue of concern.

Editors are expected to self-monitor their use of the pages allocated to their publication. In keeping count, they should include pages presenting articles or reviews, introductory pages (e.g., editorials, notices) and the table of contents (both sides of the page). Excluded from the page allocation count are the front and back covers and all advertising pages.

The current approved base annual allocations ASA journals are:

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| <i>American Sociological Review</i> | 1,298 |
| <i>Contemporary Sociology</i> | 916 |
| <i>Contexts</i> | 288 |
| <i>Journal of Health and Social Behavior</i> | 556 |
| <i>Social Psychology Quarterly</i> | 420 |
| <i>Sociological Methodology</i> | 400 |
| <i>Sociological Theory</i> | 390 |
| <i>Sociology of Education</i> | 390 |
| <i>Teaching Sociology</i> | 442 |

The Committee on Publications reviews page allocations routinely at its meeting each August. At that meeting, the Executive Office makes available over-time data on manuscript submissions, acceptance rates, and page usage for all ASA journals. If an editor wishes to make a request for a one-time or permanent increase in the base page allocation of a journal, that request should be submitted to the Executive Office no later than June 30 of the year prior to the volume year addressed in the request. That request will be added to the agenda of the Committee on Publications for the August meeting. If the Committee recommends approval of the request, that recommendation will be forwarded to the Executive Office and Budget Committee and ASA Council for final approval.

C. ADVERTISING/PROMOTION

Editors need not be concerned with the advertisements that appear in their publications. The publishing partners manage all advertising and advertising sales, guided by policies approved by the Committee on the Executive Office and Budget. Advertisements accepted for publication in ASA journals must meet legal, professional, and ethical considerations. In addition, advertisements should be compatible with the scholarly nature of ASA's publications.

D. HOUSE ADS

House advertisements are ads produced by ASA to promote its own publications, products, and meetings to the readership. The Executive Office creates these ads and submits them to the publishing partners. For examples, editors can look at any recent ASA publication.