

The Chronicle Review

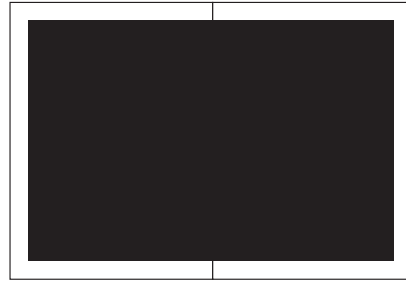
A.A.U.P. RATE CARD

NO. 11A

EFFECTIVE JANUARY 1, 2012



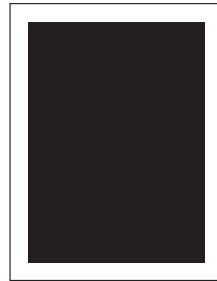
Ad Sizes



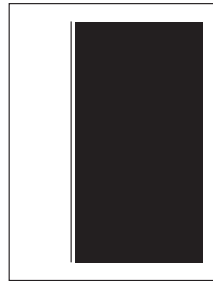
TABLOID-PAGE SPREAD

20 $\frac{1}{4}$ " wide × 13" deep
 \$10,090 B&W
 \$13,570 4-color

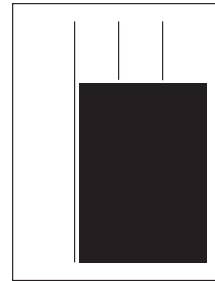
* Full bleed is available for tabloid-page spread and tabloid-page ad sizes. **Tabloid-page spread-Bleed:** 22" wide, 14 $\frac{1}{4}$ " deep. **Trim:** 21 $\frac{1}{2}$ " wide, 14 $\frac{1}{4}$ " deep. **Tabloid page-Bleed:** 11 $\frac{1}{2}$ " wide, 14 $\frac{1}{4}$ " deep. **Trim:** 10 $\frac{3}{4}$ " wide, 14 $\frac{1}{4}$ " deep. **Safety:** $\frac{3}{8}$ " all sides.



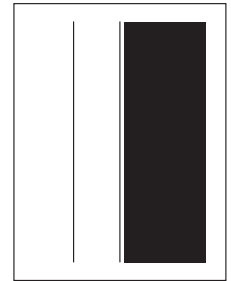
TABLOID PAGE
 9 $\frac{1}{2}$ " wide × 13" deep
 \$5,045 B&W
 \$6,785 4-color



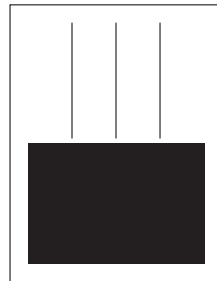
3/4 PAGE
 7" wide × 13" deep
 \$4,020 B&W
 \$5,760 4-color



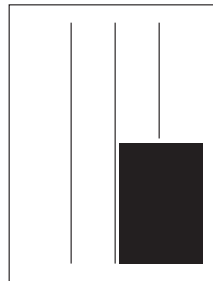
JUNIOR PAGE
 7" wide × 10" deep
 \$3,120 B&W
 \$4,860 4-color



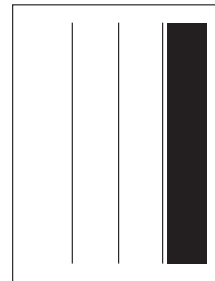
1/2 PAGE VERTICAL
 4 $\frac{5}{8}$ " wide × 13" deep
 \$2,720 B&W
 \$4,460 4-color



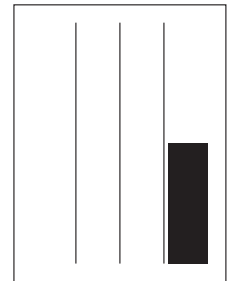
1/2 PAGE HORIZONTAL
 9 $\frac{1}{2}$ " wide × 6 $\frac{1}{2}$ " deep
 \$2,720 B&W
 \$4,460 4-color



1/4 PAGE
 4 $\frac{5}{8}$ " wide × 6 $\frac{3}{8}$ " deep
 \$1,365 B&W



1/4 PAGE VERTICAL
 2 $\frac{1}{2}$ " wide × 13" deep
 \$1,365 B&W



1/2 COLUMN
 2 $\frac{1}{8}$ " wide × 6 $\frac{3}{8}$ " deep
 \$725 B&W

The rates on this page apply only to advertisements for books and journals from members of the A.A.U.P. in The Chronicle Review.

Black & White Advertising Rates

	1 x	6 x	12 x
Tabloid-Page Spread	\$10,090	\$9,790	\$9,500
Tabloid Page	\$5,045	\$4,895	\$4,750
3/4 Page	\$4,020	\$3,900	\$3,785
Junior Page	\$3,120	\$3,030	\$2,940
1/2 Page	\$2,720	\$2,640	\$2,565
1/4 Page	\$1,365	\$1,325	\$1,290
1/2 Column	\$725	\$705	\$685

Color Premium \$1,740

Four-Color Advertising Rates

	1 x	6 x	12 x
Tabloid-Page Spread	\$13,570	\$13,270	\$12,980
Tabloid Page	\$6,785	\$6,635	\$6,490
3/4 Page	\$5,760	\$5,640	\$5,525
Junior Page	\$4,860	\$4,770	\$4,680
1/2 Page	\$4,460	\$4,380	\$4,305

Issue and Closing Dates

2012		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
January 6	Wed., Dec. 14	Wed., Dec. 14
January 13	Fri., Dec. 16	Fri., Dec. 16
January 20	Wed., Dec. 28	Wed., Dec. 28
January 27	Wed., Jan. 4	Mon., Jan. 9
February 3	Wed., Jan. 11	Fri., Jan. 13
February 10	Wed., Jan. 18	Mon., Jan. 23
February 17	Wed., Jan. 25	Mon., Jan. 30
February 24	Wed., Feb. 1	Mon., Feb. 6
March 2	Wed., Feb. 8	Mon., Feb. 13
March 9	Wed., Feb. 15	Fri., Feb. 17
March 16	Wed., Feb. 22	Mon., Feb. 27
March 23	Wed., Feb. 29	Mon., March 5
March 30	Wed., March 7	Mon., March 12
April 6	Wed., March 14	Mon., March 19
April 13	Wed., March 21	Mon., March 26
April 20	Wed., March 28	Mon., April 2
April 27	Wed., April 4	Mon., April 9
May 4	NO REVIEW THIS WEEK	
May 11*	Wed., April 18	Mon., April 23
May 25	Wed., May 2	Mon., May 7
June 8	Wed., May 16	Mon., May 21
June 22	Wed., May 30	Mon., June 4
July 6	Wed., June 13	Mon., June 18
July 20	Wed., June 27	Fri., June 29
August 3	NO REVIEW THIS WEEK	
August 17	Wed., July 25	Mon., July 30
September 7	Wed., Aug. 15	Mon., Aug. 20
September 14	Wed., Aug. 22	Mon., Aug. 27
September 21	Wed., Aug. 29	Fri., Aug. 31
September 28	Wed., Sept. 5	Mon., Sept. 10
PUBLISHING BREAK		

2012		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
October 5	NO REVIEW THIS WEEK	
October 12	Wed., Sept. 19	Mon., Sept. 24
October 19	Wed., Sept. 26	Mon., Oct. 1
October 26	Wed., Oct. 3	Mon., Oct. 8
November 2	NO REVIEW THIS WEEK	
November 9	Wed., Oct. 17	Mon., Oct. 22
November 16	Wed., Oct. 24	Mon., Oct. 29
November 23	Wed., Oct. 31	Mon., Nov. 5
November 30	Wed., Nov. 7	Mon., Nov. 12
December 7	Wed., Nov. 14	Mon., Nov. 19
December 14	Wed., Nov. 21	Mon., Nov. 26
December 21	Wed., Nov. 28	Mon., Dec. 3
PUBLISHING BREAK		

2013		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
January 11	Wed., Dec. 19	Wed., Dec. 19
January 18	Fri., Dec. 28	Fri., Dec. 28
January 25	Wed., Jan. 2	Mon., Jan. 7
February 1	Wed., Jan. 9	Mon., Jan. 14
February 8	Wed., Jan. 16	Fri., Jan. 18
February 15	Wed., Jan. 23	Mon., Jan. 28
February 22	Wed., Jan. 30	Mon., Feb. 4
March 1	Wed., Feb. 6	Mon., Feb. 11
March 8	Wed., Feb. 13	Fri., Feb. 15
March 15	Wed., Feb. 20	Mon., Feb. 25
March 22	Wed., Feb. 27	Mon., March 4
March 29	Wed., March 6	Mon., March 11
April 5	Wed., March 13	Mon., March 18
April 12	Wed., March 20	Mon., March 25
April 19	Wed., March 27	Mon., April 1
April 26	Wed., April 3	Mon., April 8

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* The Chronicle Review begins its summer publishing schedule after the May 11 issue. During this time, The Chronicle Review will be published every other week. The regular weekly publishing schedule resumes with the August 31 issue.

Several times per year, The Chronicle publishes a comprehensive special report on a single topic of concern in higher education. Please contact your account manager for a calendar of forthcoming special reports.