

Information for Advertisers

Circulation: Premier issue Summer 2008

Initial print run: 1,000

Trim size: 7" by 10"

Target Audience

As an interdisciplinary publication about the history, culture, and psychology of play, the *American Journal of Play* is aimed at professionals in such disciplines as child development, education, psychology, sociology, anthropology, folklore, history, play therapy, museum studies, and game design, and all other people interested in children and the importance of play. The *Journal* is marketed to individuals who typically belong to such organizations as the National Association for the Education of Young Children, American Educational Research Association, American Psychological Association, American Sociological Association, Association for Play Therapy, Society for Research in Child Development, Association for Supervision and Curriculum Development, The Association for the Study of Play, Organization of American Historians, American Studies Association, Popular Culture Association, American Culture Association, American Association of Museums, and Association of Children's Museums.

Rates

Cover 4	5.00" x 7.00"	\$475
Covers 2 & 3	5.00" x 8.00"	\$425
Full page	5.00" x 8.00"	\$375
Half page	5.00" x 3.75"	\$250

Closing Dates

Summer
Fall
Winter
Spring

Reservations

March 21
June 21
September 21
December 21

Artwork

April 21
July 21
October 21
January 21

Terms

Journals published by the University of Illinois Press accept advertising under the following conditions:

1. Advertisements may be submitted as camera-ready copy, as negatives, or in electronic format (PDF, TIFF, EPS w/ fonts). CD-ROM or ZIP disks acceptable. No Microsoft Publisher or Word files.
2. Halftones: 133-line screen. Negatives: right-reading, emulsion side down. Oversized ads and bleeds charged \$40 per ad.
3. Contents subject to publisher approval.
4. Advertisements must be accompanied by insertion order specifying name of Journal, volume, and issue number.
5. Rates and publication dates subject to change.
6. Payment due 30 days after publication. Tearsheets and camera-ready copy included with invoice.
7. Advertisers and agencies assume liability for the content of their advertisements and responsibility for any claims therefore made against the *Journal*.

Discounts

15% discount on second page in two-page spread.
15% frequency discount on ads run in the same calendar year.
No cash discount.

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