

# Digital Advertising in Duke University Press Journals



## Digital Advertising

### PLACEMENT

#### 1. Homepage ad, 150px × 224px, two slots

On the Duke University Press Journals homepage, in the left column below the navigation bar.

#### 2. Tower ad, 150px × 224px, two slots per journal

On each journal's landing page, in the left column below the navigation bar. Tower ads also appear on each journal's contents page and all article pages, at the bottom of the right column.

#### 3. Tile ad, 180px × 90px, two slots per journal

On each journal's landing page, in the middle below the search box.

#### 4. Leaderboard ad, 375px × 90px, one slot per journal

On each journal's contents page and all article pages, in the center of the leaderboard.

#### 5. Header ad, 375px × 90px, one slot per journal

On each journal's contents page and all article pages, in the center of the header.

### SPECIFICATIONS

All ads should be saved as web-ready at 72 DPI as GIF, PNG, or JPG files. We accept animated GIFs but not Flash ads. The maximum animation length for all ads is 15 seconds. **Homepage, Tower,** and **Tile** ads should be no larger than 30K. **Leaderboard** and **Header** ads should be no larger than 40K. Include a click-through URL and short alt text (5 words or less).

### DEADLINES

All ads are due by the twentieth of the month prior to the run date.

### DISCOUNTS

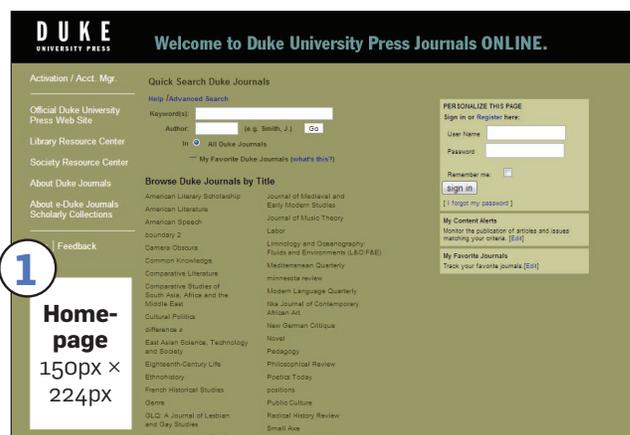
10% off reservations in multiple ad slots at the same time

15% off consecutive contracts in the same ad slot

### TERMS

All digital ads run for three months, with the exception of homepage ads, which run for one month. All contracts begin on the first of the month. Advertising content is subject to publisher approval. If multiple ads are booked for the same slot, all ads will be weighed equally. Statistics (impressions, click-throughs) are available upon request at the completion of the campaign. An invoice and a screenshot will be sent following ad posting. Payment is due 30 days from the invoice date.

## Duke University Press Journals Homepage dukejournals.org



## Journal Landing Page

ex: [americanspeech.dukejournals.org](http://americanspeech.dukejournals.org)



## Journal Contents Page

ex: [publicculture.dukejournals.org/content](http://publicculture.dukejournals.org/content)



# Digital Advertising Rates

**DUKE**  
UNIVERSITY  
PRESS

Journal	Digital Ads
dukejournals.org homepage banner ad	\$250
American Literature	\$375
American Speech	\$250
Archives of Asian Art	\$250
boundary 2	\$250
Camera Obscura	\$250
Common Knowledge	\$250
Comparative Literature	\$250
Comparative Studies of South Asia, Africa and the Middle East	\$250
Cultural Politics	\$250
differences	\$250
EASTS: East Asian Science, Technology and Society	\$250
Eighteenth-Century Life	\$250
Environmental Humanities	\$250
Ethnohistory	\$300

Journal	Digital Ads
French Historical Studies	\$250
Genre	\$250
GLQ	\$250
Hispanic American Historical Review	\$250
History of Political Economy	\$250
Journal of Chinese Literature and Culture	\$250
Journal of Health Politics, Policy and Law	\$300
Journal of Medieval and Early Modern Studies	\$250
Journal of Middle East Women's Studies	\$250
Journal of Music Theory	\$250
Labor	\$250
Mediterranean Quarterly	\$250
minnesota review	\$250
MLQ: Modern Language Quarterly	\$250
New German Critique	\$250

Journal	Digital Ads
Nka	\$250
Novel	\$250
Pedagogy	\$250
Philosophical Review	\$325
Poetics Today	\$250
positions: asia critique	\$250
Public Culture	\$250
Qui Parle	\$250
Radical History Review	\$325
Small Axe	\$250
Social Text	\$250
South Atlantic Quarterly	\$250
Theater	\$250
TSQ: Transgender Studies Quarterly	\$250
Twentieth-Century Literature	\$250

**Journal of Health Politics, Policy and Law**

**DUKE**  
UNIVERSITY PRESS

QUICK SEARCH: [advanced]  
Author: Keyword(s):  
Go:   
Year: Vol: Page:

Home | Help | Feedback | Subscriptions | Archive | Search | Search Results

**eTOC Alert Ad**  
375px × 90px

**Journal of Health Politics, Policy and Law**  
Themed Issue: Political Puzzles and Policy Hope in the Affordable Care Act  
Volume 39, Number 1, February 2014

**Editor's Note**  
Clarifying ACA Puzzles and Looking for Hope  
Colleen M. Grogan  
Journal of Health Politics, Policy and Law (2014) 39(1): 1-4; published ahead of print November 5, 2013. doi:10.1215/03616878-2395154  
<http://jppol.dukejournals.org/content/39/1/1.full>

**Four ACA Political Puzzles**  
Beyond Interests and Institutions: US Health Policy Reform and the Surprising Silence of Big Business  
Marc E. Smyrl  
Journal of Health Politics, Policy and Law (2014) 39(1): 5-34; published ahead of print November 5, 2013. doi:10.1215/03616878-2395163  
<http://jppol.dukejournals.org/content/39/1/5.abstract>

## eTOC Alert Advertising

Electronic table-of-contents (eTOC) alerts are a great way to reach a highly engaged audience related to a journal. eTOC subscribers have opted to receive these alerts, and they need not be subscribers to the journal. These alerts are sent when each issue of a journal is published. We offer two ad slots for these alerts: at the top and at the bottom of the alert. Ads are 375px (w) × 90px (h). Files should be saved as web-ready at 72 DPI as GIF, PNG, or JPG files. No animation accepted. Include a click-through URL and short alt text (5 words or less).

eTOC ads cost \$200 each. Buy both slots in an issue for \$350. Reserve ads in four consecutive issues to receive a 25% discount. Place ads in two journals at the same time to receive a 15% discount; place ads in three or more to receive a 25% discount.

## Advertising Contact

Dan Ruccia  
Journals Advertising Coordinator  
Duke University Press  
Box 90660  
Durham, NC 27708  
[journals\\_advertising@dukeupress.edu](mailto:journals_advertising@dukeupress.edu)  
Phone: 1.919.687.8013  
Fax: 1.919.680.6078  
[dukeupress.edu/Advertise](http://dukeupress.edu/Advertise)