



Dissent

2017 ADVERTISING RATES AND INFORMATION

Dissent is a magazine of politics and culture. In the words of the New York Times, "Dissent ranks among the handful of political journals read most regularly by U.S. intellectuals." Each issue features reflective articles about domestic politics, incisive social and cultural commentary, plus the most sophisticated coverage of European politics you'll find anywhere outside Europe.

ISSUANCE

ISSN: 0012-3846

Frequency: Quarterly (4 issues per year)

Mail Dates: January, April, July, October

ACCEPTANCE POLICY

All products, services, and ad copy are subject to approval by the publisher before insertion. Notice of cancellation must be received by artwork due date.

EXCHANGE AD AGREEMENTS

The Press welcomes the opportunity to establish ad exchange agreements with fellow publishers. Please contact the Press if you are interested in finding out more or discussing an exchange.

Published by the University of Pennsylvania Press

CONTACT INFORMATION

Reservations and inquiries should be sent to:

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RATES AND CLOSING DATES

Print Ad Rates

Column inch: \$100

Quarter Page (2.8" x 4.2"): \$200

Half Page (2.8" x 8.5"): \$300

Half Page (5.7" x 4.2"): \$300

Full Page (5.7" x 8.5"): \$500

Issue Closing Dates

Issue	Reservation	Ad Deadline	Publication
Winter	10/28/16	11/11/16	1/4/17
Spring	1/27/17	2/10/17	3/31/17
Summer	4/28/17	5/12/17	6/30/17
Fall	7/28/17	8/11/17	10/3/17

MECHANICAL SPECIFICATIONS

- Journal is printed offset on uncoated stock.
- Ads may be emailed as print-optimized PDF files.
- Images should be scanned at a resolution of 300 dpi.
- All fonts should be embedded (type I fonts recommended). Do not use Truetype fonts.
- Halftones are shot at 133-line screen.
- No bleeds.

MAILING LIST RENTAL

Subscriber mailing lists are available for rental by publishers and advertisers whose products would be of interest to our readers.

Pricing and Formats

Electronic file: \$175.00/ M (\$175 minimum). Available by email attachment or on computer disk.

Policies and Terms

A sample mailing piece is required for all list rentals. Lists will not be provided until the sample has been received, reviewed and approved by the Press and the editorial office. The Press reserves the right to deny use of any mailing list if it is deemed inappropriate. Lists are rented for one-time use only and are seeded to detect unauthorized use.

DISCOUNTS

Combine your list rental order with the placement of a full-page advertisement in the same title and receive a 15 percent discount on the list rental fee.

UNIVERSITY OF PENNSYLVANIA
PRESS

3905 Spruce Street, Philadelphia, PA 19104-4112

2017 Advertising Rates and Terms

WEBSITE ONLY

Book Advertisement		Magazine/Event/Organization Advertisement	
Tile 120 x 180 pixels (right-hand column)		Tile 163 x 400 pixels (left-hand column)	
1 month*	\$250.00	1 month*	\$350.00
2 months	\$350.00	2 months	\$450.00
3 months	\$425.00	3 months	\$525.00
*Please contact us about alternative time periods.		*Please contact us about alternative time periods.	

PRINT AND WEBSITE

Full Page and Website Ad		Half-Page and Website Ad		Quarter-Page and Website Ad	
Right-hand column		Right-hand column		Right-hand column	
1 month	\$550.00	1 month	\$550.00	1 month	\$550.00
2 months	\$600.00	2 months	\$600.00	2 months	\$600.00
Left-hand column		Left-hand column		Left-hand column	
1 month	\$600.00	1 month	\$600.00	1 month	\$600.00
2 months	\$650.00	2 months	\$650.00	2 months	\$650.00

2X Insertion		3X Insertion		4X Insertion	
Full Page	\$600.00	Full Page	\$400.00	Full Page	\$375.00
Half Page	\$270.00	Half Page	\$240.00	Half Page	\$225.00
Quarter Page	\$180.00	Quarter Page	\$160.00	Quarter Page	\$150.00
E-Newsletter Advertisement					
Sent bi-weekly to approximately 3,000 contacts.		\$50.00			

2018 SUBSCRIPTION RATES

Students: \$18(with valid ID)
 Individuals (one-yr subscription): \$29.95
 Institutions (one-yr subscription): \$69.95
 International orders please add \$18 for shipping for each year of the subscription.

ORDERING INFORMATION

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<http://www.dissentmagazine.org>