

# Advertising Agreement

Advertiser

Contact Name

Address

City, State, Zip

I hereby authorize placement of the advertisement listed below in the *Southern Historian*, a publication of the Media Planning Board, The University of Alabama.

Ad Size: \_\_\_\_\_

Cost: \_\_\_\_\_

I understand that this advertisement will appear in Volume Number 39, the Spring 2018 edition. I also understand that, upon being invoiced, payment is due net within thirty days after the invoice date.

Authorized signature/title

Date

Phone No.

For the *Southern Historian*

# Southern Historian Advertising Rates

<i>Two Page Spread</i> \$155	
<i>Full Page</i> \$95	
	<i>Half Page</i> \$70

## Premium Positions

*Inside Back Cover*  
\$145 (color)

*Outside Back Cover*  
\$175 (color)

Please make all checks payable to: The University of Alabama

## Advertising Specifications

Trim Size	6" x 9"
Full Page	4.75" x 8.25"
Half Page	4.75" x 4"
Inside Back Cover	4.75" x 8.25"
Outside Cover	5.25" x 8.5"

Advertising space & Copy Deadline

**March 26, 2018**

Camera Ready Copy must be received no later than **March 29, 2018**

Ads should be submitted as pdf files.

*The Southern Historian* enjoys a circulation of over 300 subscribers which includes 50 libraries. Our expanding subscription base includes over 125 graduate students and professors and over 125 general readers. The opportunity to publicize your works through our book reviews and advertising pages makes the *Southern Historian* an excellent vehicle to promote your press to readers throughout the nation, increasing the power of your marketing dollar.

Your university press can use the *Southern Historian* to grow your customer base by connecting with libraries and maturing academics.

*The Southern Historian* can assist your advertising needs in the following ways:

- Reach a wider variety of readers through our circulation base of scholastic libraries, professors and graduate students, as well as general readers who enjoy academic literature.
- Through our book reviews and advertisements your publishing house can increase its marketing capabilities throughout the country.
- By reaching young academics and graduate students, you can build a growing base of readers whose literature needs will grow with each academic year.
- Our affordable rates allow your marketing department to reach more customers for each marketing dollar spent.

## Southern Historian

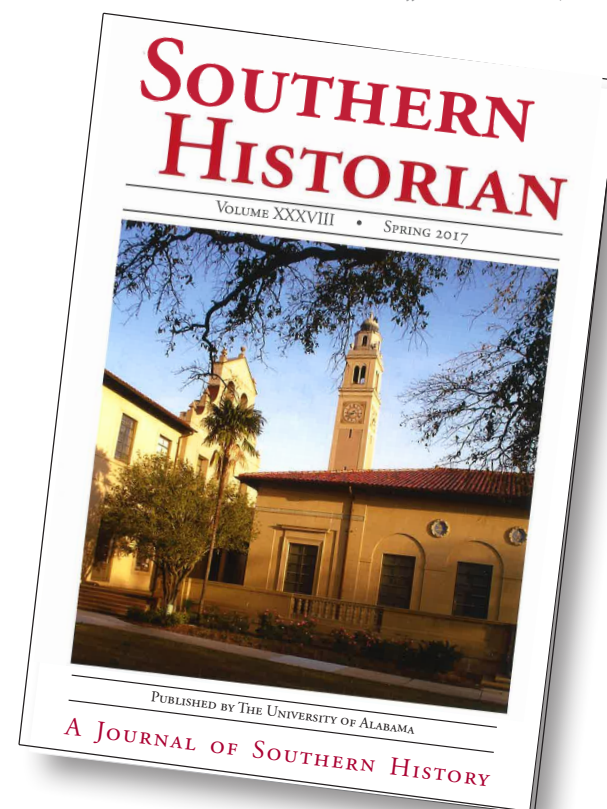
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# Southern Historian

## Advertising Rates & Subscription Data

*Rates effective until March 31, 2018*



A journal of southern history produced through the University Of Alabama Department of History and the Office of Student Media

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