



TEXT AND ACADEMIC AUTHORS ASSOCIATION

P.O. Box 56359, St. Petersburg, FL 33732-6359 P (727)563-0020 F (727)230-2409

Advertising Rate Sheet

The Academic Author is published monthly (except in July and August).
It is sent to all TAA members.

Advertising Manager: Kim Pawlak, S2874 Spruce St., Fountain City, WI 54629;
Ph) 608-687-3106; Fax) 608-687-3109; kmpawlak@taaonline.net

2010-2011 Newsletter Ad Rates

Size	Specifications	Cost (per issue)	Cost (Commit to 10 issues)
Half Page	7.5 x 4.75	\$275	\$1,000
Quarter Page	4.5 x 3.5	\$175	\$700
1/8 Page	2.5 x 3.5	\$125	\$500
Business-Card	3.5 x 2	\$50	\$200

<u>Issue</u>	<u>Ad Deadline</u>	<u>Ad Payment Due</u>
January	December 1st	December 10th
February	January 1st	January 10th
March	February 1st	February 10th
April	March 1st	March 10th
May	April 1st	April 10th
August	July 1st	July 10th
September	August 1st	August 10th
October	September 1st	September 10th
November	October 1st	October 10th
December	November 1st	November 10th

Ad Formats

Black and white only. Camera-ready ads must be .jpps or crisply printed. Ads may be e-mailed or mailed. **Extra charges apply for creating ad copy.** See below for rates.

Ad Creation Rates

Ad Size	Rate	Ad Size	Rate
Half Page	\$75	Quarter Page	\$50
1/8 Page	\$25	Business-Card	\$25

To place an ad in *The Academic Author*, fill out the accompanying ad form and mail it with the **AD COPY** to:

Kim Pawlak, TAA Associate Director
S2874 Spruce St.
Fountain City, WI 54629

Make Checks Payable to: Text and Academic Authors Association.

Mail Checks to: Text and Academic Authors Association

C/O: Janet Tucker
P.O. Box 56359
St. Petersburg, FL 33732-6359

Send your ad as an electronic JPEG attachment to kmpawlak@taaonline.net

Become A TAA Sponsor

Online ads will appear on the TAA Notes (<http://taaonline.net/notes>), Industry News (<http://taaonline.net/news>), and Member Center (<http://taaonline.net/tour>) pages.

Which page ads will appear will be at TAA's discretion.

Advertisers who wish to supply their own web ad art need to submit art in an electronic format at the following specs:

170 pixels wide by 125 pixels deep, 72 dpi, RGB color format

Contact Kim Pawlak for more information.

Advertising Policy

TAA reserves the right to refuse any advertising not consistent with our mission. Advertisers and their agencies are entirely liable for the content of their advertising and responsible for any claims. Advertising placement is determined by editorial layout, unless a position is guaranteed by a contract. Publisher may revise rates at any time with 60 days notice. Cancellations must be received no later than the ad deadline. Ads received after the deadline will be placed at the editor's discretion.