

We offer a variety of advertising options to meet your needs. In addition to traditional print advertising, we offer online advertising to ensure your promotions are seen by a wide audience. Our journals are read by physicians, scientists, scholars, researchers, policy makers, administrators, practitioners, professionals and students.

If you are interested in discussing your advertising needs, receiving a sample journal issue, or reserving advertising, please contact our advertising manager at:

Chloe Lauer  
Journals Advertising Manager  
The University of Wisconsin Press  
1930 Monroe St., 3rd Floor  
Madison, WI 53711

phone (608) 263-0534 | fax (608) 263-1173 | e-mail [journal.ads@uwpress.wisc.edu](mailto:journal.ads@uwpress.wisc.edu)

### Terms and Policies

1. All ads will be equally weighted (will rotate equally).
2. Ads will be posted until the next print journal issue is mailed for each journal, unless otherwise agreed upon. For example, *Ecological Restoration* ads will be posted for 3 months (*ER* is published 4 times per year), while *Native Plants Journal* ads will be posted for 4 months (*NPJ* is published 3 times per year).
3. Ads will rotate site-wide (run of site) on the following pages: home page, current issue, archive, alerts, customer service, feedback, activate subscription, about, editorial board, article pages (while loading), free sample issue, most-cited-articles, most-read-articles, search, and TOC. Ads are only available on the journal content pages, not the UW Press web pages.
4. University of Wisconsin Press reserves the right to reject any ad.
5. The publisher's liability for any error will not exceed the cost of the ad.

### Deadlines

Please contact us for specific deadline information for the journal(s) you are interested in.

### Specifications

1. Acceptable formats are gif, jpg or png. Animated .gifs are allowed but flash ads are not. Ads should be 72 ppi.
2. All ads will include a link to the web page of your choice.
3. Please provide Alt Text, a short (5 word or less) description of your ad to be used for those who have images turned off in their browsers, and for use with screen readers.

### Pricing *(see full pricing on page two)*

Online ad pricing is per journal, based on one ad posted for the length of one issue.

A 20% volume discount is available. Discounts apply to each insertion when two or more reservations, print and/or online, are made at the same time. Insertions may be in multiple journals.

## Placement

Ads may be placed in either Leaderboard or Skyscraper positions. Ad locations and pricing are shown at right and below.

Leaderboard - 728px x 90 px

Skyscraper - 160px x 600px

**1** Leaderboard - 728px x 90px

**2** Skyscraper 160px x 600px

Pricing for Online Advertising (2014)											
	AOJ	AA	CL	ER	JHR	LE	LJ	LBR	MON	NPJ	SS
<b>Leaderboard (1)</b> 728px x 90px	\$495	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
<b>Skyscraper (2)</b> 160px x 600px	\$425	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375