



AAR e-Bulletin

2017 Advertising Rate Sheet

For more information, contact:

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The *AAR e-Bulletin* is an e-mail newsletter sent regularly to all 9,000 AAR members. The *e-Bulletin* highlights news within the Academy, member activities, and other items of member interest. Ads are placed on the right side of each *e-Bulletin*, beneath the member information section.

Publication Details:

Audience: 9,000 scholars of religion

Artwork and Insertion Order Deadline: 1st day of month (by Nov. 1 for Annual Meeting Edition)

Publish Date: By the 15th of the month (by Nov. 5 for Annual Meeting Edition)

Issued: Monthly and a Special Annual Meeting Edition

Payment: Due with artwork submission

Advertising Opportunities

Type of Ad	Description	Artwork/Specifications	Cost/issue*
Premium Skyscraper	Top ad position on right hand of page. Limit 2 per <i>e-Bulletin</i> .	120 pixels x 600 pixels JPG, PNG, or GIF format 40k max size	\$375
Regular Skyscraper	Secondary ad position on right hand of page beneath any premium skyscrapers. Limit 3.	120 pixels x 240 pixels JPG, PNG, or GIF format 40k max size	\$340
Classified Ads	Text ads of 25 words or less, placed beneath skyscraper ads on right hand side of <i>e-Bulletin</i> . Limit 4.	Text and url/destination	\$155

*Multiple issue discounts apply: 10% for 2 issues; 15% for 3 issues; 20% for 4 or more consecutive issues.

**There is a 10% surcharge for ads in the special Annual Meeting *e-Bulletin*.

RESERVE YOUR SPACE TODAY!