

# ADVERTISING RATES & SPECIFICATIONS - 2025



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**DESCRIPTION:** American Sociological Review (ASR) is the flagship journal of the American Sociological Association (ASA). The ASA founded this journal in 1936 (volume 1) with the mission to publish original works of interest to the sociology discipline in general, new theoretical developments, results of research that advance our understanding of fundamental social processes, and important methodological innovations. All areas of sociology are welcome in the American Sociological Review. Emphasis is on exceptional quality and general interest.

The American Sociological Association (ASA), founded in 1905, is a non-profit membership association dedicated to advancing sociology as a scientific discipline and profession serving the public good. With over 12,000 members, ASA encompasses sociologists who are faculty members at colleges and universities, researchers, practitioners, and students.

**AFFILIATIONS:** American Sociological Association

**READERSHIP PROFILE:** Sociologists who are faculty members at colleges and universities, researchers, practitioners, and students.

**IMPACT FACTOR:**  
 • 7.1

**RANKING:**  
 • Sociology 4 out of 217

**PRINT:**  
 • Circulation: 2,300  
 • Frequency: 6



## CONTACTS



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## PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
• FULL PAGE*	4 COLOR	\$3,809	\$3,577	\$3,305	\$3,218
• HALF PAGE	4 COLOR	\$3,021	\$2,987	\$2,750	\$2,668
• QUARTER PAGE	4 COLOR	\$2,280	\$2,257	\$2,118	\$2,071

## SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

**HIGH IMPACT** advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

## SCHEDULE

### CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
FEBRUARY	20 DECEMBER 2024	27 DECEMBER 2024	10 JANUARY 2025
APRIL	20 FEBRUARY 2025	24 FEBRUARY 2025	11 MARCH 2025
JUNE	24 APRIL 2025	28 APRIL 2025	13 MAY 2025
AUGUST	20 JUNE 2025	27 JUNE 2025	10 JULY 2025
OCTOBER	22 AUGUST 2025	26 AUGUST 2025	11 SEPTEMBER 2025
DECEMBER	22 OCTOBER 2025	26 OCTOBER 2025	10 NOVEMBER 2025

## BANNER ADVERTISING

### STANDARD

Minimum of 10,000 impressions per month

### CPM

STANDARD BANNERS		<b>\$100</b>
GEOTARGETED BANNERS		<b>\$105</b>
STICKY BANNERS		<b>\$130</b>
EXPANDABLE		<b>\$125</b>
<b>INTERSTITIAL BANNERS</b>	300 X 250 px - 700 X 700 px	<b>MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>

### BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

### • ARTWORK DELIVERY

Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

All prices are gross CPM unless otherwise noted. Minimums may apply.

**Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.**

## CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Sociology channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

## eBLASTS

Email Alerts	728 X 90 px	<b>CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>
Sponsored Emails	Custom HTML	<b>CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>

## eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	<b>MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>
FULL PAGE PDF	1237 X 1631 px	<b>MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING</b>

## RETARGETING

**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**



Digital Advertising Examples

## PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	6.25" X 9.375"	7" X 10.125"
• HALF PAGE VERTICAL	2.875" X 8.375"	
• HALF PAGE HORIZONTAL	6.25" x 4.5"	
• QUARTER PAGE VERTICAL	2.875" X 4.5"	

• **TRIM SIZE:** 6.75" x 9.875"

• **BINDING:** Perfect Bind

- All advertising is subject to ASA approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

### PRE-PRINTED INSERTS

List journal name, issue # and quantity on boxes/skid  
SHIP TO:

Mary Heiliger, CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

### ARTWORK DELIVERY

Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

## RELATED TITLES

