

2021 Advertising Rate Card

American Anthropologist

American Anthropologist is the flagship journal of the American Anthropological Association, reaching well over 12,000 readers with each issue. The journal advances the Association's mission through publishing articles that add to, integrate, synthesize, and interpret anthropological knowledge; commentaries and essays on issues of importance to the discipline; and reviews of books, films, sound recordings and exhibits.

Advertising & Sales Office

Cunningham Associates, Inc.

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Kristin McCarthy, Recruitment Advertising

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Editorial Information

Editor: Deborah A. Thomas

2018 Impact Factor: 2.709

ISI Journal Citation Reports® Ranking 2018: 11/90
(Anthropology)

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoicedate).

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Series Discount: 10% (3 or more consecutive issues)

Mailing List: A non-member mailing list is available for rent.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page
1x	\$1,226	\$884

Ask about digital advertising opportunities in *American Anthropologist*



Issuance & Closing Dates

Frequency: 4x per year

2021 Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
122:1	February	1/20/21	1/27/21	2/2/21
122:2	May	4/20/21	4/27/21	5/4/21
122:3	August	7/20/21	7/27/21	8/3/21
122:4	November	10/19/21	11/26/21	11/2/21

Mechanical Requirements

Trim Size: 7.125" x 9.5"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	9.3"
1/2 page horizontal	7"	4.5"
1/2 page vertical	3.3"	9.3"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Submitting file via FTP to PrintAdTraffic@wiley.com
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Contacts

Ship all insertion orders, advertising material, and two insert examples to:

Al Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com