



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*.

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Religious Studies News

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The American Academy of Religion's *Religious Studies News* is the agent of record for AAR members and anyone interested in the academic study of religion. Your ad will be seen by AAR members and members of the public who visit the online *Religious Studies News* publication. The publication is continually updated with content, making it a regular destination for readers.

AAR Religious Studies News Advertising

Target people directly interested in the study of religion with your web ad. Ads are placed on the right side of web page. Ads are given run of site and are randomly served across the online publication at rsn.aarweb.org.

Type of Ad	Description	Artwork/Specifications	Cost/month
Large Skyscraper	Ad positioned on right hand of page. One ad randomly displayed per page view. Run of site.	160 pixels x 600 pixels JPG, PNG, or GIF format 40k max size	\$350
Small Skyscraper	Ad positioned on right hand side of page. One ad randomly displayed per page view. Run of site.	180 pixels x 240 pixels JPG, PNG, or GIF format 40k max size	\$315
Classified Ads	Text ads of 25 words or less, placed beneath skyscraper ads on right hand side of <i>RSN</i> . Limit 4.	Text and url destination	\$150

Discounts

Multiple month discounts apply:

10% for 2 months

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The American Academy of Religion’s website at www.aarweb.org is a major resource for AAR members and anyone interested in the academic study of religion. Your web ad will be seen by AAR members and members of the public who visit the AAR web site.

AAR Web Site (www.AARWEB.org) Advertising

Target people directly interested in the study of religion with your web ad. Ads are placed on the left side of web page. Ads are given run of site and are randomly served across the site at www.aarweb.org.

Type of Ad	Description	Artwork/Specifications	Cost/month
Large Skyscraper	Ad positioned on left hand of page. One ad randomly displayed per page view. Run of site.	160 pixels x 600 pixels JPG, PNG, or GIF format 40k max size	\$330
Small Skyscraper	Ad positioned on left hand side of page. One ad randomly displayed per page view. Run of site.	180 pixels x 240 pixels JPG, PNG, or GIF format 40k max size	\$300

Discounts

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