



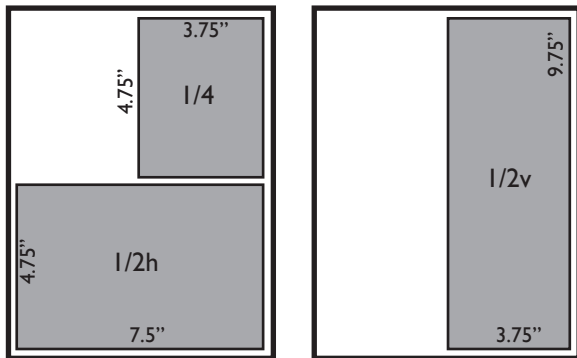
PRACTICING ANTHROPOLOGY ADVERTISING RATE SHEET

DESCRIPTION

Practicing Anthropology seeks to (1) provide a vehicle of communication and source of career information for anthropologists working outside academia, (2) encourage a bridge between practice inside and outside the university, (3) explore the uses of anthropology in policy research and implementation, and (4) serve as a forum for anthropology in general. Circulation 3,500.

SIZES

SIZE	WIDTH	HEIGHT
Full page	7.5	9.75
1/2 page horizontal	7.5	4.75
1/2 page vertical	3.75	9.75
1/4 page	3.75	4.75



RATES

AD SIZE	1X	2X OR MORE
3rd cover full page	\$350	\$320
4th cover full page	\$400	\$350
Full page	\$280	\$250
1/2 page	\$170	\$150
1/4 page	\$100	\$80

PUBLICATION DATES

ISSUE	DEADLINE FOR AD
January	December 1
April	March 1
July	June 1
October	September 1

SPECIFICATIONS

Advertisements should be sent in electronic format as .tif or .pdf files on a CD-R disk, along with a hard copy proof of the advertisement. Actual image size line screen should be 150. Ad copy sent in any other format will not be accepted. *Practicing Anthropology* is printed offset, with an average of 48 pages each issue. Advertising will be placed at the end of the issue following the text.

INSERTION ORDER

To reserve advertising space in *Practicing Anthropology*, please complete and return this form.

SIZE OF AD

- 3rd cover full page
- 4th cover full page
- Full page
- 1/2 page
- 1/4 page

ISSUE DATE

- January
- April
- July
- October

Company Business Name/Advertiser

Billing Address

City, State, Zip

Telephone

Fax

Contact

Signature

Date

Return form and advertising material to:
SfAA

PO Box 2436

Oklahoma City, OK 73101-2436

Phone (405) 843-5113, Fax (405) 843-8553

info@sfaa.net

Please contact the SfAA Office for a free sample issue.