



2008 Rate Card

*Effective January 1, 2008 | Circulation approximately 1,000*

Black & White	1x	2x	4x
Quarter-page Column 2.5" W x 10" H	\$75	\$70	\$65
Half-page Horizontal 7.5" W x 5"H	\$100	\$85	\$75
Full-page 7.5" W x 10"H	\$200	n/a	n/a

*Color ads available in online version only.*

2008 Production Schedule

14. 1/Winter 2008 (*ALSC Newsletter*)  
Submissions deadline: 12/14/07

1.1/Spring-Summer 2008 (*Literary Matters*)  
Submissions deadline: 6/13/08

1.2/Fall 2008 (*Literary Matters*)  
Submissions deadline: 8/29/08

Ads will be invoiced at hand-off. Terms are net-30. Insertion orders are due on the submissions deadline.

Material Specifications

Please supply press-ready PDF files. PDF documents should be distilled at high resolution with fonts and graphics embedded.

E-mail your PDF (must be 10 MB or less in size) to [alsc@bu.edu](mailto:alsc@bu.edu). If your file size exceeds 10 MB, contact [alsc@bu.edu](mailto:alsc@bu.edu) to make alternate arrangements. If you prefer to mail your PDF on CD, mail your materials to ALSC, 650 Beacon Street, Suite 510, Boston, MA 02215. E-mail is the most expedient and thorough method of delivery and communication, but if you need to speak to somebody, feel free to phone production assistant Chris Clark at 617-358-1990. He will be happy to assist you.