



Environment

Science and Policy for Sustainable Development

General Information

More timely than textbooks and more accessible than specialized journals, *Environment* analyzes the problems, places, and people where environment and development intersect, illuminating global and local concerns. *Environment* offers peer-reviewed articles and commentaries from researchers and practitioners who provide a broad range of international perspectives. The magazine also features in-depth reviews of major policies, reports, and environmental education programs, along with guides to the best Web sites and books. *Environment* is an excellent resource for universities and individuals interested in the field.

Publication Schedule: Bimonthly

Circulation: 4,290

Staff:

Advertising Sales:

Sally Wright

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Advertising Rates

Rates are cost per insertion (Design rate: \$100)

	1X	3X	6X	10X
Full page b&w	875	785	740	700
4-color	1,375	1,285	1,240	1,200
2/3 page b&w	650	585	550	520
4-color	1,150	1,085	1,050	1,020
1/2 page b&w	550	495	470	440
4-color	850	795	770	740
1/3 page b&w	475	425	400	375
4-color	775	725	700	675
1/4 page b&w	375	340	320	300
4-color	625	590	570	550
1/6 page b&w	295	270	250	240
4-color	495	479	459	440

Covers: (4-color only):	1X	3X	6X	10X
Cover 3	1,750	1,575	1,485	1,400
Cover 4	2,000	1,800	1,700	1,600

2010 Advertising Deadlines

2010 Issue	Closing Date*	Materials Due*
Jan-Feb 2010	Nov. 12, 2009	Nov. 26, 2009
Mar-April 2010	Jan. 14, 2010	Jan. 28, 2010
May-Jun 2010	Mar. 11, 2010	Mar. 25, 2010
Jul-Aug 2010	May 13, 2010	May 27, 2010
Sep-Oct 2010	Jul. 8, 2010	Jul. 22, 2010
Nov-Dec 2010	Sept. 9, 2010	Sept. 23, 2010

Graduate Program Page:

Print - \$495 (6 issues)

Online - \$150 (One year)

Both Print & Online - \$595 Annually

Base Design Rate: \$100

Additional costs based on typesetting and design time. When we design your advertisement, one copy will be provided to proof text only.

Inserts:

Base rate is earned as stated above according to size. Inserts must be supplied by advertiser. Pricing is contingent upon insertion method preferred by advertiser. Testing copies of the insert must be supplied before pricing.

*Closing dates include the following: insertion orders, set copy, design requests & cancellations.

*Material deadline: Materials not received by this date will incur a cancellation charge.

Mechanical Requirements

	Horizontal Ads		Vertical Ads	
	Width	Height	Width	Height
Full page	7.125"	9.875"	N/A	N/A
2/3 page	6 7/8"	6"	4 1/2"	9"
1/2 page	6 7/8"	4 1/2"	N/A	N/A
1/3 page	6 7/8"	3"	2 1/8"	9"
1/4 page	N/A	N/A	3 1/2"	4 1/2"
1/6 page	2 1/8"	4 1/2"	N/A	N/A

Bleed Requirements: 8.375" x 11.125"

Live Image Area: 8.125" x 10.875"

Reproduction Requirements: We accept files that have embedded fonts and are optimized for print, as well as digital files in the following formats: TIFF, PDF, EPS.

Graduate Programs in Environmental Studies:

2" x 2" boxed ad includes the following

- Name of school/Logo
- Department/Degrees offered
- Complete Mailing Address
- Telephone, Fax, E-mail Address
- Web Address

Guidelines for Submitting Digital Ads: The submission of digital files for ads is preferred. Customer ad files will be preflighted, and customers will be asked to re-supply files if they are not of sufficient quality or contain errors in preparation. Additional pre-press charges may be incurred if files are not prepared properly.

Acceptable file formats: PDF, TIFF, EPS

Resolution: 300 dpi minimum. 1000 dpi maximum.

Fonts: Postscript fonts only. Fonts must be embedded.

Color: CMYK only unless paying for a specific Pantone color.

File size: Files should be 8 MB or less. If a file must be larger, please email the address below for assistance in providing it.

Submit artwork to:

advertisingmaterials@taylorandfrancis.com. You will receive confirmation of receipt.

Online Advertising

Advertise on *Environment* Magazine's Website, www.EnvironmentMagazine.org.

Site Sponsorship:

- \$1,500 Annually
- Ad will appear on each available page
- Maximum of 10 advertisers rotating throughout the website

Enhanced listings for Publishers New Book Releases:

- Organized by month/year of release
- Online book listings \$150/title (\$100 for each additional title in the same month)
- Listings archived at the end of the year. (Your listing is not removed from the site.)
- Listing includes the following:
 - JPEG of book cover
 - Name of Publisher, Title of Book, Author
 - 25-50 word description
 - Release date
 - Cost, ISBN Number
 - Contact number, Website address

University Program Directory:

- Enhanced listings for environmental undergraduate and graduate programs
- \$150 for the year (\$595 for print and online)
- Listings organized by type of program
- Listing includes the following:
 - Name & location of school
 - Program Name
 - 25 word description of program
 - Contact name, Email & Website

Box Ad Dimensions	Maximum File Size	Accepted File Types
Static 165 x 165	20 kb	JPG, GIF
Flash 165 x 165	40 kb	SWF
Skyscraper Ad Dimensions	Maximum File Size	Accepted File Types
Static 165 x 330	20 kb	JPG, GIF
Flash 165 x 330	40 kb	SWF

Additional Specifications:

- When clicked, creative should always open a new browser.
- All Flash creative must be accompanied by a back-up GIF file to be served if the user does not have the correct plug-in.