

COLUMBIA JOURNALISM REVIEW

2010 BOOK ADVERTISING RATES*

BLACK & WHITE:	ONE TIME	THREE TIMES
Full Page	\$2,800	\$2,150
2/3 Page	2,300	1,850
1/2 Page	1,800	1,275
1/3 Page	1,400	1,050
1/6 Page	850	700

Color: add \$250

Please note: Only book publishers qualify for these special rates. Acceptance or rejection of advertising contracts and orders at CJR's discounted rate is at the sole discretion of the publisher.

**Rates are approximately 57% off general advertising rates*

AD SIZES

(all dimensions in inches)

Full Page (bleed)	8.125 x 10.875
Full Page No Bleed	6.875 x 9.625
Trim	7.875 x 10.625
2/3 Page	4.5 x 9.625
1/2 Page (horizontal)	6.875 x 4.75
1/3 Page (square)	4.5 x 4.75
1/3 Page (vertical)	2.25 x 9.625
1/6 Page	2.25 x 4.75

SPECIAL BOOK ISSUE

The September/October 2009 issue is devoted to journalism in books—how the book industry functions as a journalistic medium, and how good nonfiction writers operate within that industry, to find their way to an interested public. The issue is a perfect venue to highlight nonfiction journalistic books, as well as those about the business, craft and issues of journalism.

For book advertising:

Allston-Cherry, Ltd.

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