

# The French Review

Published six times during the school year

Circulation: 9500 individual subscribers; 1200 library subscribers

<b>RATE SCHEDULE - Academic Year 2007-2008 - per page per issue</b>			
	<i>1 insertion</i>	<i>3 insertions</i>	<i>6 insertions</i>
Full page	\$330	\$300 per insertion	\$270 per insertion
Half page	\$220	\$200 per insertion	\$185 per insertion
Quarter page	\$170	\$160 per insertion	\$150 per insertion

(Cover 3: full-page rate + \$65; Cover 4: full-page rate + \$75)  
The *French Review* does not grant agency discounts or commissions.

## MECHANICAL REQUIREMENTS FOR AD SUBMISSION:

-- Copy acceptable in following formats (in order of preference):

- (1) Camera-ready copy      (2) Film negatives      (3) On 3 1/2" disk, Zip disk, or CD

(Disk submissions must be in one of the following formats: *.tiff*, *.eps* files with fonts created to outlines or paths, or *high resolution PDF* files with fonts embedded.)

NOTE - All ads must be accompanied by a laser printout or a good quality photo copy.

- All ads are published in black and white only.

- If ad needs to be typeset by the printer, the cost will be passed on to the advertiser —

**Full page, \$250; Half-page, \$200; Quarter-page, \$150**

-- Print sizes = Trim Sizes

- full page: 5 1/4 inches x 8 inches

- 1/2 page vertical: 2 1/2 inches x 8 inches

- 1/2 page horizontal: 5 1/4 inches x 3 3/4 inches

- 1/4 page: 2 1/2 inches x 3 3/4 inches

## PAYMENT FOR CANADIAN AND FOREIGN ADVERTISERS:

1) Checks made out in US \$\$ drawn on a U.S. bank; or 2) Cost of ad + \$20 for a Wire Transfer sent to UMB Bank, 291 & Gudgell, Independence, MO 64057.

## PUBLICATION SCHEDULE for Volume 81 (Oct. 2007 – May 2008)

<b>Date of publication</b>	<b>Due date if copy to be set</b>	<b>Due date for camera-ready copy</b>
<b>October 1</b>	July 10	<b>August 10</b>
<b>December 3</b>	August 15	<b>October 14</b>
<b>February 1</b>	October 10	<b>December 4</b>
<b>March 3</b>	December 5	<b>January 8</b>
<b>April 1</b>	January 15	<b>February 10</b>
<b>May 1</b>	February 10	<b>March 18</b>

**SEND ORDERS AND ALL MATERIAL TO:**

**Ann Sunderland, Advertising Manager**

**2911A Cedar Crest Drive, Independence, MO 64057**

**Phone: H:(816) 350-7527; Work: (816) 521-2710; Fax: (816) 795-8805**

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