



Advertising Rate Sheet

June 2008

General

The Communicating Astronomy with the Public Journal is a free peer-reviewed journal for astronomy communicators, online and in print

Readership

The readership of CAPjournal is currently more than 2500 worldwide: 1500 printed copies (which may have more than one reader per copy and more than 100 in the on-line version). The target group of the CAPjournal consists of all types of astronomy communicators – from Public Information Officers, planetarium or science centre staff, amateur astronomers to communicating scientists. We naturally hope that most readers will consider contributing, but in reality it may be the more experienced communicators that do; or those who take the effort to document their experiences – good or bad – in communicating astronomy with the public.

Check the table below to see which will best fit your advertising budget. Prices (in EUROS) are based on the use of color and on the size, placement, and frequency of the advertisement.

Deadlines

The CAPjournal is distributed quarterly with the following deadlines:

- 15 March
- 15 June
- 15 September
- 15 December

The final advertising deadlines above are the dates by which established advertisers who already have an ad on file with the Editor (editor@capjournal.org) may state that they want to re-run the ad on file.

All new ads must be received by the editor at least 5 days before the final deadline date. New ads include those from new advertisers and new or revised ads by established advertisers or those with multiple-issue contracts.

Mechanical Requirements

Advertisements must be submitted to the Editor as high-resolution digital files. Accepted file types are tiff, jpeg, pdf, Adobe Illustrator and Indesign, they must be readable on a Windows-based computer. Best results are obtained with uncompressed CMYK tif files with a minimum resolution of 300 pixels per inch. Jpeg files are compressed by their nature and care must be given to keep the image detailed enough to print well. Please err on the side of quality rather than compression.

Send ads as email attachments or via ftp. There is no size limit on a downloaded FTP file. Note that floppy, ZIP, Jazz disks, etc. are not accepted. Do not email files larger than 5 megabytes in size.

Ad Sizes

	Width	Height	Bleed
Full Page	210 mm	297 mm	3 mm
½ Page	210 mm	148 mm	3 mm
¼ Page	210 mm	74 mm	3 mm
On-line banner	525 px	80 px	0 px

Bleeds is the extension of the artwork “over the edge” that a white frame or border is not visible.

(For more information and examples, check out <http://www.magazinepublisher.com/dictionary.html>)

Advertising Rates (per insertion, in EUR)

	Price
Back Cover	300 EUR
1 Page	200 EUR
½ Page	150 EUR
¼ Page	100 EUR
On-line banner	150 EUR

Disclaimer: We reserve the right to return advertising materials that we deem inappropriate for the journal.

For additional information, please contact the CAPjournal Editor: editor@capjournal.org