

The logo for the Organization of American Historians (OAH) features the letters 'OAH' in a white, serif font inside a dark teal square. Above the letters are three horizontal wavy lines.

ORGANIZATION OF  
American  
Historians®

# 2017–2018 Advertising

Reach the premier audience of American history college and university professors, high school teachers, archivists, museum curators, public historians, students, and scholars.

The American Historian

Journal of  
American History

2018 OAH ANNUAL MEETING

PROCESS

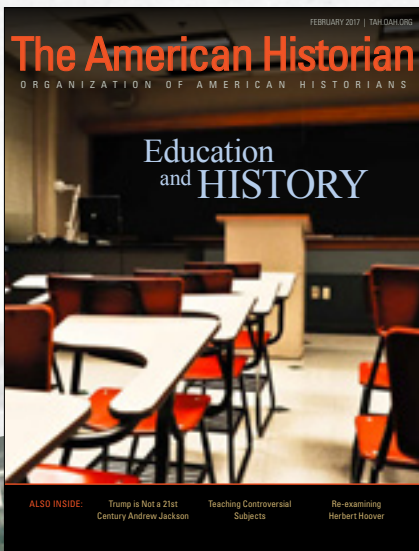
a blog for american history [processhistory.org](http://processhistory.org)

OAH Website

OAH UPDATE

membership e-newsletter

- *THE AMERICAN HISTORIAN* print advertising
- OAH ANNUAL MEETING: exhibit booth rentals; mailed, onsite, and award program advertising; high-visibility sponsorships; giveaway-bag inserts; attendee lanyard promotion; website advertising
- OAH WEBSITE electronic advertising, including PROCESS a blog for american history
- *JOURNAL OF AMERICAN HISTORY* print advertising (via Oxford University Press)
- UPDATE e-newsletter advertising



# The American Historian

## 2017–2018 OAH Advertising

A quarterly, full-color magazine published by the Organization of American Historians, *The American Historian* (TAH) mails to over 7,500 university professors, graduate assistants, public historians, museum curators, and high school teachers who specialize in American history. Offering a rich historical context to current issues as well as a strong emphasis on primary and secondary teaching modalities, current research and scholarship, professional development, and public history, *TAH* is a cost-effective marketing venue for publishers and companies offering products and services to American historians. Target your marketing communications to this group of authors, influencers, and educators. Promote your historical scholarship, print and digital learning materials, as well as your one-of-a-kind American historical experiences and memorabilia.

### Information

**Print Circulation:** 7,500  
(U.S.: 95%; International: 5%)

**Frequency:** Quarterly

**Published:** February, May,  
August, and November

### To Purchase Advertising

**Contact:** Nami Novak

**Email:** [sales@oah.org](mailto:sales@oah.org)

**Call:** 317-201-7223

### Details and Specifications

**Publication Trim Size:**  
8.375" (wide) x 10.875" (high)

### Artwork Requirements:

- Adobe Acrobat PDF files (electronic only)
- Flatten all transparencies
- Images should have a resolution of at least 300 dpi
- Fonts must be embedded
- No crop or registration marks, except for ads with bleeds
- Color profile should be CMYK only (no RGB or spot colors)

### Advertising Policy

Content and appearance of advertisements are subject to publisher's approval. The OAH reserves the right to reject any ad or advertiser for any reason.

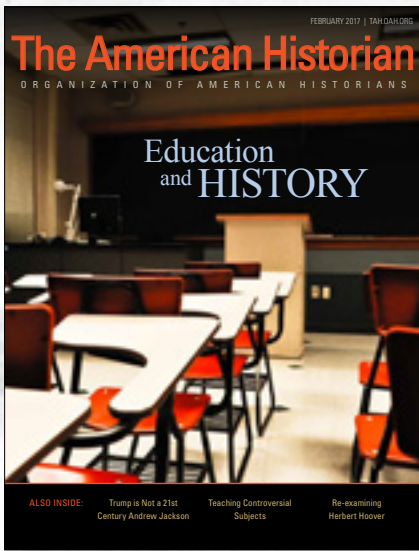
### Artwork Delivery

**Email:** [sales@oah.org](mailto:sales@oah.org)

Organization of American Historians

[web] [www.oah.org](http://www.oah.org) ■ [email] [membership@oah.org](mailto:membership@oah.org) ■ [membership] 812.855.9854 ■ [main] 812.855.7311





# The American Historian

Connect year-round to over 7,500 American history authors, influencers, and educators through *TAH*, a valuable companion to the *Journal of American History*.

Ad Sizes and Rates			
ADVERTISEMENT	1 issue	4 issues	SIZE (width x height)
Back Cover	\$1,275	\$1,020	8.875" x 11.375" *
Inside Front Cover	\$1,190	\$952	8.875" x 11.375" *
Inside Back Cover	\$1,000	\$800	8.875" x 11.375" *
Full Page, <i>with</i> bleed	\$850	\$680	8.875" x 11.375" *
Full Page, <i>no</i> bleed	\$850	\$680	8.125" x 10.625"
1/2 Page, vertical	\$600	\$480	3.625" x 10.125"
1/2 Page, horizontal	\$600	\$480	7.625" x 4.875"
1/4 Page	\$450	\$360	3.625" x 4.875"

\* includes 4-sided .25" bleed

2017–2018 Editorial Calendar			
ISSUE	THEME	RESERVATIONS DUE	AD ARTWORK DUE
May 2017	Consumer Culture, Social Activism	Apr 1	Apr 15
Aug 2017	Disability	Jul 1	Jul 15
Nov 2017	TBA	Oct 1	Oct 15
Feb 2018	TBA	Jan 1	Jan 15

**TRIM SIZE:** 8.375" x 10.875"

<p><b>COVERS</b> and <b>FULL-page</b> (with .25" bleed) 8.875" x 11.375"</p>	<p><b>FULL-page</b> (no bleed) 8.125" x 10.625"</p>	<p><b>HALF-page</b> horizontal 7.625" x 4.875"</p>	<p><b>HALF-page</b> vertical 3.625" x 10.125"</p>	<p><b>QUARTER-page</b> 3.625" x 4.875"</p>
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**To Advertise**  
**Complete Insertion Order**  
**Contact:** Nami Novak  
**Email:** sales@oah.org  
**Call:** 317-201-7223

**Artwork Delivery**  
**Email:** sales@oah.org



ORGANIZATION OF  
American  
Historians®

**Reservation Contact**

ADVERTISER

CONTACT NAME

E-MAIL

TELEPHONE

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

CUSTOM ORDER

# 2017–2018 Advertising Insertion Order

## The American Historian (TAH)

ISSUE	PRINT AD	1 issue	4 issues
<input type="checkbox"/> Feb	Back Cover	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,020
<input type="checkbox"/> May	Inside Front Cover	<input type="checkbox"/> \$1,190	<input type="checkbox"/> \$952
<input type="checkbox"/> Aug	Inside Back Cover	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$800
<input type="checkbox"/> Nov	Full Page, <i>with bleed</i>	<input type="checkbox"/> \$850	<input type="checkbox"/> \$680
	Full Page, <i>no bleed</i>	<input type="checkbox"/> \$850	<input type="checkbox"/> \$680
	1/2 Page, vertical	<input type="checkbox"/> \$600	<input type="checkbox"/> \$480
	1/2 Page, horizontal	<input type="checkbox"/> \$600	<input type="checkbox"/> \$480
	1/4 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$360

**Save 15% on a TAH ad** when also reserving an ad in one of the Annual Meeting Programs.

## OAH Website

[www.oah.org](http://www.oah.org) (excludes [www.oah.org/meetings](http://www.oah.org/meetings))

ELECTRONIC AD	PRICE
Square (300 x 250 pixels)	<input type="checkbox"/> \$500
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec	
Rectangle (300 x 100 pixels)	<input type="checkbox"/> \$300
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec	

## 2018 OAH ANNUAL MEETING (AM)

### AM PROGRAM (MAILED IN DECEMBER)

PRINT AD	PRICE
Back Cover	<input type="checkbox"/> \$2,100
Inside Front Cover	<input type="checkbox"/> \$1,500
Inside Back Cover	<input type="checkbox"/> \$1,500
Full Page	<input type="checkbox"/> \$1,350
1/2 Page	<input type="checkbox"/> \$850

### AM ONSITE PROGRAM

PRINT AD	PRICE
Back Cover	<input type="checkbox"/> \$1,900
Inside Front Cover	<input type="checkbox"/> \$1,500
Inside Back Cover	<input type="checkbox"/> \$1,500
Full Page	<input type="checkbox"/> \$950
1/2 Page	<input type="checkbox"/> \$600
1/4 Page	<input type="checkbox"/> \$350

### AM WEBSITE [www.oah.org/meetings](http://www.oah.org/meetings)

ELECTRONIC AD	PRICE
<input type="checkbox"/> Rectangle (300 x 100 pixels)	<input type="checkbox"/> \$600

## SUMMARY OF COSTS

TAH	Combo Discount	OAH WEBSITE	PROGRAM (mailed)	ONSITE PROGRAM	OAH AM WEBSITE	TOTAL COST
\$		\$	\$	\$	\$	