



The Southern Quarterly

A Journal of Arts & Letters in the South

Advertising Guide

Published by The University of Southern Mississippi since 1962, the *Southern Quarterly* is a scholarly journal devoted to the interdisciplinary study of Southern arts and culture. A member of the Council of Editors of Learned Journals (CELJ), the *SoQ* defines “the arts” broadly, including literature, painting, sculpture, music, dance, film, and popular culture. We also publish studies of Southern culture informed by such disciplines as history, folklore, anthropology, political science, and social geography. *SoQ* defines “The South” as anything south of the Mason Dixon Line, including the Caribbean, to the larger Global South. The *SoQ* brings scholarly articles, cutting edge interviews, archival documents with commentary, photo essays, portfolios, book review essays, and book reviews to subscribers all over the world.

AD SPECIFICATIONS

- **Only ads in electronic form are accepted.**
- We are currently offering only full page ads: 5” wide x 7” high.
- We offer both black and white and 4-color ads.
- All ads should be submitted in one of the following formats:
 - o Photoshop file
 - 300 pixels per inch
 - JPG
 - For black and white, use grayscale mode.
 - For color, either RGB or CMYK are acceptable.
 - o Adobe Acrobat PDF file
 - Files that adhere to PDF/X-1a industry standard are preferred.
- Bleed pages are not accepted.
- Electronic materials less than 5 MB may be sent to SouthernQuarterly@gmail.com. If your electronic files more than 5MB, please do not send them by email. Contact the Editor through the gmail account for instructions.

AD RATES

Individual issues

- \$150 per page for black and white; \$200 per page for 4-color ads
- \$250 for 2 pages of black and white; \$325 for 2 pages of 4-color ads

4 consecutive issues

- \$500 per page for black and white; \$650 per page for 4-color ads
- \$800 for 2 pages of black and white; \$1100 per page for 2 pages of 4-color

ads

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JOURNAL INFORMATION

- Trim: 7 inches (wide) x 10 inches (high)
- Text stock: 60# white matte paper
- Text printing: black ink only

DEADLINES

Extensions may be possible. Please email SouthernQuarterly@gmail.com after the issue closing date.

Send all correspondence to:

SoQ College of Arts & Letters 118 College Drive #5078 Hattiesburg, MS 39406

Phone: 601-266-4088

Fax: 601-266-5757

Email: SouthernQuarterly@gmail.com

Issue	Anticipated delivery to subscribers	Reservations	Materials (PDFs or JPGs)
Fall	November	October 15	October 31
Winter	February	January 15	January 31
Spring	May	April 15	April 30
Summer	August	July 15	July 31

ADVERTISING POLICY

- Ads must not exceed the dimensions given above.
- Ads are subject to publisher's approval.
- Advertisers assume all liability for contents of advertising, whether text or illustration.
- All cancellations must be submitted in writing. Cancellations will not be accepted.