



ADVERTISING AGREEMENT / INSERTION ORDER

New Pick up from issue: _____

By this agreement, the undersigned person, firm or corporation (referred to as the "Advertiser"), and University of California Press, agree as follows:

SCHEDULE

The Advertiser agrees to place an advertisement according to the issue(s) and schedule as follows:

Journal Title: _____ Issue date(s): _____
 Ad size: _____ Color/black & white: _____
 Placement: _____ Ad rate: _____
 Notes: _____

PAYMENT TERMS

30 days from invoice notice. All advertising payments via wire transfer are subject to a \$25 handling charge. Please indicate a preferred invoicing option:

ADVERTISER **AGENCY**

Advertiser / Agency: _____

DBA: _____

Print name/title: _____ Phone: _____

Address: _____ Fax: _____

_____ E-mail: _____

Signature: _____ Date: _____

The Advertiser accepts the terms and conditions herein and acknowledges that cancellations made **after the reservation close date(s)** will be subject to a 100% cancellation fee.

All ads subject to publisher's approval.

For technical specifications please see http://www.ucpressjournals.com/assets/TSP_ad_guidelines.pdf.

List rental, inserts, web banner advertising also available. Please contact adsales@ucpressjournals.com for more info.

CONTACT

Colin MacKenzie
 Advertising Sales Representative
 University of California Press Journals + Digital Publishing
 2000 Center Street, Suite 303
 Berkeley, CA 94704-1223
 E-mail: adsales@ucpressjournals.com
 Fax: (510) 642-9917