



MAA

MEDIA BUYER GUIDE

2017 Pricing

Mathematical Association of America
1529 18th Street NW
Washington, DC 20036
www.maa.org/about-maa/advertise-with-maa

Updated
January
2017

MAA PROFILE

Our members have a strong relationship with the MAA and rely on its endorsements to support their careers in academia and industry.

KEY STATS

More than 23,000 Active MAA Members
350,000 American Mathematics Competition
Participants
1.1 Million in MAA Community Reach

WHY ADVERTISE WITH MAA?

- Largest community of mathematicians, students, and enthusiasts
- The MAA audience is behind the mathematics that drives innovation in society
- Largest professional society that focuses on mathematics that is accessible at the undergraduate level
- Primary source of professional development programs for faculty
- Number one provider of resources for teaching and learning

AGENCY COMMISSION

15% to recognized advertising agencies if paid within 30 days of date of invoice

QUICK FACTS

MAA PUBLICATIONS

The American Mathematical Monthly
The College Mathematical Journal
Mathematics Magazine
MAA FOCUS
Math Horizons
Monthly Print + Digital Circulation:
125,200

MAA DIGITAL NEWSLETTERS

MAA Math Alert
AMC Math Messenger
Monthly Circulation: 26,400

SOCIAL MEDIA

Facebook: 21K Likes
Twitter: 32K Followers
Google+: 310K Followers

MAA.ORG

1.5 Million Site Visits
August 2015 - August 2016

CONTACT

Send materials and inquiries to:
MAA Advertising Sales
1529 18th Street NW
Washington, DC 20036
advertising@maa.org



PRINT+ DIGITAL

MAA members enjoy access to our journals, magazines, and newsletters.

The American Mathematical Monthly (AMM)

The most widely read collegiate mathematics journal in the world, *The American Mathematical Monthly* publishes articles, notes, and other features about mathematics and the profession.

The College Mathematics Journal (CMJ)

Emphasizing lower division college mathematics, *The College Mathematics Journal* targets undergraduate educators and mathematics professionals. Included are pedagogical articles, Classroom Capsules, problems and solutions, and mathematical applications.

Mathematics Magazine (MM)

Offering lively, readable, and appealing exposition on a wide range of mathematical topics, *Mathematics Magazine* focuses on the history and philosophy of mathematics and supplements undergraduate coursework.

MAA FOCUS (MF)

MAA FOCUS is the newsmagazine of the MAA. It contains information about MAA activities, news about the mathematical community, articles about interesting ideas in mathematics, and employment opportunities.

Math Horizons (MH)

Math Horizons caters to students and young mathematicians. It offers career guidance, essays, puzzles, and articles. *Horizons* is accessible for practitioners, students, educators, and enthusiasts.

The American Mathematical Monthly (AMM)

Published in print and electronically 10 times annually.

Monthly Circulation: 21,000

The College Mathematics Journal (CMJ)

Published in print and electronically 5 times annually.

Monthly Circulation: 19,650

Mathematics Magazine (MM)

Published in print and electronically 5 times annually.

Monthly Circulation: 20,000

MAA FOCUS (MF)

Published in print and electronically 6 times annually.

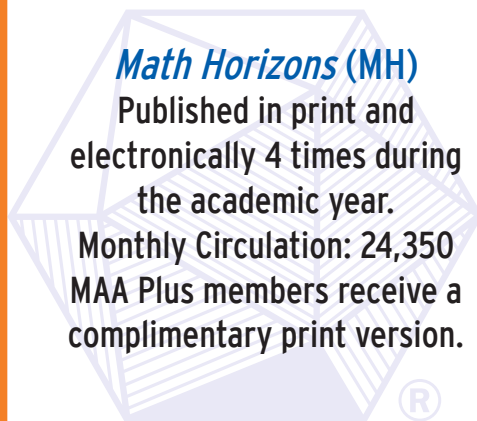
Monthly Circulation: 40,200
Student and retired members receive the electronic version only.

This is the only publication received by every MAA member.

Math Horizons (MH)

Published in print and electronically 4 times during the academic year.

Monthly Circulation: 24,350
MAA Plus members receive a complimentary print version.



JOURNALS

PRINT RATE CARD (GROSS)

AMERICAN MATHEMATICAL MONTHLY, COLLEGE
MATHEMATICS JOURNAL, MATHEMATICS MAGAZINE

PRICING B&W ONLY

Size	1x	5x	10x
Two-Page Spread	\$2,840	\$2,625	\$2,405
Cover 2	\$1,775	\$1,635	\$1,450
Cover 3	\$1,750	\$1,585	\$1,420
Cover 4	\$1,910	\$1,800	\$1,660
Full Page	\$1,635	\$1,600	\$1,340
1/2 Page	\$875	\$820	\$760

ART SPECS DIMENSIONS W X H

Two-Page Spread	12" x 8 5/16"
Cover 2 (inside front cover)	5" x 8 5/16"
Cover 3 (inside back cover)	5" x 8 5/16"
Cover 4	5" x 6 2/3"
Full Page	5" x 8 5/16"
1/2 Page	5" x 4"

PUBLISHING SCHEDULE

Issue Month	AMM		CMJ		MM	
	Space	Artwork	Space	Artwork	Space	Artwork
Jan	Nov 4	Nov 18	Nov 4	Nov 18		
Feb	Dec 2	Dec 9			Dec 2	Dec 9
Mar	Jan 6	Jan 20	Jan 6	Jan 20		
Apr	Feb 3	Feb 17			Feb 3	Feb 17
May	Mar 3	Mar 17	Mar 3	Mar 17		
Jun	Apr 7	Apr 21			Apr 7	Apr 21
Jul						
Aug	Jun 9	Jun 23				
Sep			Jun 30	Jul 14		
Oct	Aug 4	Aug 18			Aug 4	Aug 18
Nov	Sep 1	Sep 15	Sep 1	Sep 15		
Dec	Sep 29	Oct 13			Sep 29	Oct 13

DETAILS

MECHANICAL SPECS

Trim Size: 7" x 10"

Screen: 133-line halftone

Full-Page Bleed 7 1/4" x 10 1/4"

Printing: Offset, perfect-bound

Safety Zone: Live copy should be 1/8" from trim.

Guaranteed Position: 15% premium

Full-Page Bleed: 10% premium

DISCOUNTS

- Place a full-page ad in AMM, MM, and CMJ for just \$3,900.
- Reserve 5 or more full-page ads in AMM and receive a complimentary full-page ad in both CMJ and MM.
- Receive 10% off your order when you combine a print ad with an MAA digital ad insertion option.
- New client: 10% off your first order
- Seasoned client: 15% off your entire order
- Sister association: 20% off your entire order

SPECIAL UNITS/SECTIONS

Prices and availability of gatefolds, BRCs, inserts, etc., on request.

PAYMENT TERMS

Invoices are due within 30 days of the invoice date. 1.5% per month is charged for overdue accounts.

Ad Order Form



MAA FOCUS

PRINT RATE CARD (GROSS)

PRICING

Size	1x	3x	6x	9x
Cover 4	\$3,486	\$3,255	\$2,905	\$2,670
Cover 3	\$3,385	\$3,160	\$2,820	\$2,590
Full Page	\$2,765	\$2,530	\$2,285	\$2,055
2/3 Page	\$2,345	\$2,100	\$1,895	\$1,680
1/2 Page	\$1,680	\$1,550	\$1,490	\$1,205
1/3 Page	\$1,575	\$1,430	\$1,305	\$1,140
1/4 Page	\$1,050	\$935	\$840	\$805
1/6 Page	\$995	\$875	\$760	\$700

ART SPECS DIMENSIONS W X H

Cover 4	8" x 8"	1/2 Vertical	3 5/16" x 9 1/4"
Full-Page Bleed	8 1/2" x 10 7/8"	1/2 Horizontal	7" x 4 3/4"
Full-Page Non-Bleed	7" x 9 1/4"	1/3 Vertical	2 1/8" x 9 5/16"
Spread Bleed	10 7/8" x 16 3/4"	1/3 Horizontal	6 3/4" x 3 1/8"
Spread Non-Bleed	9 1/4" x 15"	1/3 Square	4 7/16" x 4 7/16"
2/3 Vertical	4 1/2" x 9 1/4"	1/4 Vertical	3 1/4" x 4 5/8"
2/3 Horizontal	7" x 6"	1/6 Vertical	2 1/8" x 4 5/8"

PUBLISHING SCHEDULE

Issue Month	Space	Artwork
Feb/Mar	Jan 7	Jan 14
Apr/May	Mar 11	Mar 25
Jun/Jul	Apr 8	Apr 15
Aug/Sep	Jun 3	Jun 10
Oct/Nov	Aug 5	Aug 19
Dec/Jan	Oct 3	Oct 10

TERMS OF USE, RIGHTS, WARRANTY, AND LIABILITY - Mathematical Association of America reserves the right to refuse any display ad submitted for display in MAA for any reason. Mathematical Association of America also maintains the right to remove any display ad currently displayed under any agreement. MAA and its printers cannot be held liable for color complaints when an ad is without an acceptable color proof.

DETAILS

MECHANICAL SPECS

Trim Size: 8 1/4" x 10 5/8"

Column Width: 2 1/4", 4 1/2", 7"

Screen: 150-line halftone

Printing: Offset, saddle-stitched

Resolution: 300 dpi

Color Model: CMYK

Acceptable File Formats: .pdf, .eps, .jpg, .png

Safety Zone: Live copy should be 1/4" from trim

Guaranteed Position: 15% premium

Full-Page Bleed: 10% premium

DISCOUNTS

- Reserve six full-page ads in *MAA FOCUS* and receive one free full-page ad in each of our journals: AMM, CMJ, and MM.
- Receive 10% off your order when you combine a print ad with an MAA digital ad insertion option.
- New client: 10% off first order
- Seasoned client: 15% off entire order
- Sister association: 20% off your entire order

SPECIAL UNITS/SECTIONS

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Ad Order Form



MATH HORIZONS

PRINT RATE CARD (GROSS)

PRICING

Size	1x	2x	3x	4x
Cover 4	\$1,795	\$1,625	\$1,555	\$1,470
Covers 2, 3	\$1,620	\$1,585	\$1,500	\$1,420
Full Page	\$1,380	\$1,320	\$1,250	\$1,185
2/3 Page	\$1,170	\$1,125	\$1,075	\$1,010
1/2 Page	\$880	\$850	\$800	\$755
1/3 Page	\$735	\$700	\$645	\$630
1/4 Page	\$680	\$640	\$610	\$575

ART SPECS DIMENSIONS W X H

Cover 2, 3, 4	7" x 9 1/2"
Full Page	7" x 9 1/2"
2/3 Page	7" x 6 1/4"
1/2 Page	7" x 4 3/4"
1/3 Page	7" x 3 1/8"
1/4 Page	3 3/8" x 4 3/4"

PUBLISHING SCHEDULE

Issue Month	Space	Artwork
February	Dec 3	Dec 17
April	Feb 4	Feb 18
September	Jul 8	Jul 15
November	Sep 9	Sep 16

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MECHANICAL SPECS

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Screen: 150-line halftone

Printing: Offset, saddle-stitched

Resolution: 300 dpi

Color Model: CMYK

Acceptable File Formats: .pdf, .eps, .jpg, .png

Safety Zone: Live copy should be 1/4" from trim

Guaranteed Position: 15% premium

Full-Page Bleed: 10% premium

DISCOUNTS

- New client: 10% off your first order
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- Sister association: 20% off your entire order

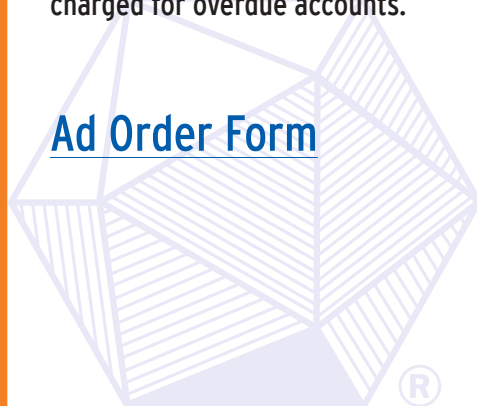
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DIGITAL EMAIL MARKETING

CIRCULATION STATS

Total Monthly Digital Circulation for Journals and Magazines: 101,900

Total Monthly Digital Circulation for Digital Newsletters: 26,400

TABLE OF CONTENTS EMAILS

	Table of Contents				
	<i>MAA FOCUS</i>	<i>Math Horizons</i>	AMM	CMJ	MM
Circulation	23,300	23,300	17,700	17,700	17,700
Open Rates	41%	38%	42%	43%	41%
Clicks	3%	4%	4%	4%	3%
Frequency	6X	4X	10X	5X	5X

NEWSLETTERS

	MAA Newsletters	
	MAA Math Alert	AMC Math Messenger
Circulation	19,500	6,900
Open Rates	42%	39%
Clicks	8%	7%
Frequency	12x	12x

DETAILS

MAA Math Alert

The monthly digital newsletter of the MAA connects members to association news, educational opportunities, professional resources, highlights of new products and services, and exclusive MAA content.

AMC Math Messenger

The monthly digital newsletter of the MAA American Mathematics Competitions program connects MAA K-12 Teacher Members in the middle school and high school level to AMC news, educational opportunities, professional resources, highlights of new products and services, and exclusive *MAA FOCUS* and *Math Horizons* content.

MAA Table of Contents Emails

(AMM, CMJ, MM, *MAA FOCUS*, and *Math Horizons*)

Tables of contents are delivered digitally as soon as the journal or magazine is available online. Contents include a web-linked table of contents for each respective print journal or magazine.



DIGITAL

EMAIL MARKETING

MAA Math Alert

Please include a URL with all images.

Size	1x	3x	6x	12x
150 x 300 px 300 x 150 px	\$1,000	\$950	\$900	\$850
300 x 250 px	\$1,400	\$1,300	\$1,200	\$1,150

AMC Math Messenger

Please include a URL with all images.

Size	1x	3x	6x	12x
150 x 300 px 300 x 150 px	\$800	\$750	\$700	\$650
300 x 250 px	\$1,000	\$900	\$800	\$750

MAA Table of Contents Emails

<i>MAA FOCUS</i> <i>Math Horizons</i> AMM CMJ MM	Size	1x	3x	6x	12x
	300 x 250 px	\$800	\$750	\$700	\$650

DETAILS

DISCOUNTS

- New client: 10% off your first order.
- Seasoned client: 15% off your entire order.
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PAYMENT TERMS

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[Ad Order Form](#)

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DIGITAL

SOCIAL MEDIA

MAA's Facebook fans and Twitter followers are influencers in the mathematical and problem-solving community. They are an engaged audience that enthusiastically interacts with and shares social media posts.

	Option A	Option B	Option C
Facebook Posts	1	3	5
Twitter Posts	3	5	8
Timeframe for Posting	1 week	2-3 weeks	3-5 weeks
Images and Dynamic Content	Minimum 1 image or video	Minimum 2 images or videos	Minimum 3 images or videos
Cost	\$200	\$350	\$500

Based on the selected option, please provide the appropriate content for each post including

- Sample text
- Hashtags
- Handles for tags/mentions
- Photos or videos with credits
- Links

Text for Facebook posts is limited to 75 words and should contain different copy for each post. Text for Twitter posts is limited to 140 characters, and the same copy cannot be used more than twice.

The MAA reserves the right to edit social media posts for grammar, space, and editorial and branding purposes.

There are a limited number of promotional posts to reserve each week. Social media promotions requested with less than a week's notice will be approved or denied at the MAA's discretion and may incur additional fees.

DETAILS

CHANNELS

Facebook.com/MAAnews

Twitter @MAANow

Google +: Mathematical Association of America

REACH

Facebook: 21K Likes

Twitter: 32K Followers

Google+: 310K Followers

PAYMENT TERMS

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[Ad Order Form](#)



DIGITAL

The premier career resource center for job searches to find opportunities in STEM that use mathematics and quantitative thinking.

JOB POSTINGS

	MAA Institution	Academic Institution	Non-Academic Institution
Single 60-Day Posting	\$290	\$340	\$390
Single 60-Day Posting + Job Board Network	\$540	\$590	\$640

	mathclassifieds.org only	+5 More Job Sites in Network
Single 60-Day Posting + Top of Search Results + Job Board Highlight	\$425	\$675
Premium 60-Day Posting Near Top of Job Board + Job Emailed to Thousands of Mathematicians	\$575	\$825

RÉSUMÉ ACCESS

View résumés and contact job seekers.

	MAA Institution	Academic Institution	Non-Academic Institution
Single Résumé	\$35	\$35	\$35
5 Résumés	\$110	\$130	\$150
10 Résumés	\$235	\$270	\$315

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DETAILS

WEB TRAFFIC

3,710 Registered Job Seekers
1,852 Résumés
5% Increase in Job Views from Previous Year

DISCOUNTS

- New client: 10% off your first order.
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- Sister association: 20% off your entire order.

PAYMENT TERMS

Invoices are due within 30 days of the invoice date. 1.5% per month is charged for overdue accounts.

For more details, visit mathclassifieds.org/employer/pricing/.



CONTACT

We appreciate your interest in advertising with MAA. For more information, please visit us at maa.org or contact us:

MAA Advertising Sales
1529 18th Street NW
Washington, DC 20036
advertising@maa.org

Send completed order form and art to
advertising@maa.org.

[Ad Order Form](#)

