



# MAA

MATHEMATICAL ASSOCIATION OF AMERICA

# 2018-19 Media Buyer Guide

## Print and Digital Advertising Opportunities

Mathematical Association of America  
[maa.org](http://maa.org)

## OUR MISSION

We strive to advance the understanding of mathematics and its impact on our world.

## OUR AUDIENCE

Our members include university, college, middle, and high school mathematics professors and teachers; graduate and undergraduate students; pure and applied mathematicians; computer scientists; statisticians; and many others in academia, government, business, and industry. We welcome all who are interested in the mathematical sciences.

- More than 23,000 active MAA members
- 350,000 American Mathematics Competitions participants
- 1.1 million in MAA community outreach

### Why advertise with us?

- Our members have a strong relationship with the MAA and rely on its endorsements to support their careers in academia and industry.
- The largest community of mathematicians, students from middle school through graduate school, teachers, and enthusiasts.
- The MAA audience is behind the mathematics that drives innovation in society.
- The primary source of professional development programs for mathematics faculty.
- The number one provider of resources for teaching and learning about math.
- Discounts for frequent advertisers.

## OUR PUBLICATIONS

### Periodicals

*MAA FOCUS*

### Digital Newsletter

*MAA Math Alert*

### Social Media

Facebook

Twitter

Google+

To advertise in *The American Mathematical Monthly*, *The College Mathematics Journal*, *Mathematics Magazine*, and *Math Horizons*, please contact:

### Jeff Leonard

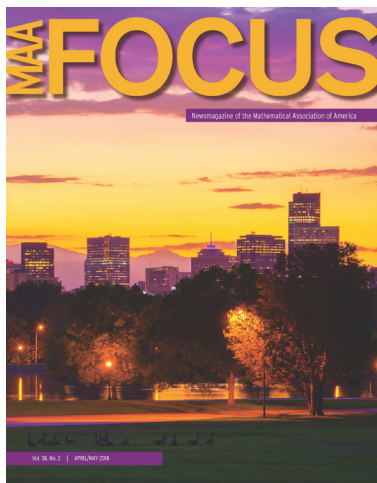
215.675.9208 ext: 201

jeff@leonardmedia.com

## PAYMENT TERMS

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

# MAA FOCUS



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

MAA FOCUS is published in print and electronically six times annually. It is the only publication received by every MAA member. Student and retired members receive the electronic version only.

PRINT & ONLINE

6

TIMES PER YEAR

CIRCULATION

23,000

## PRINT ADVERTISING RATES

Size	1 Issue	3 Issues	6 Issues	9 Issues
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

## 2018 CLOSING DATES

Issue Month	Space	Artwork
Feb/Mar	Dec 7	Dec 14
Apr/May	Feb 11	Feb 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

## MECHANICAL SPECS

Size	Non-Bleed	Bleed
Cover 4	7" × 6"	8½" × 6½"
Cover 3	7" × 9¼"	8½" × 10⅞"
Full-Page	7" × 9¼"	8½" × 10⅞"
Spread	15" × 9¼"	16¾" × 10⅞"
⅔ Vertical	4⅓" × 9¼"	
½ Vertical	3⅔" × 9¼"	
½ Horizontal	7" × 4½"	
⅓ Vertical	2¼" × 9¼"	
¼ Vertical	3⅔" × 4½"	
⅙ Vertical	2¼" × 4½"	

## CLASSIFIED ADVERTISING RATES

Size	1 Issue	3 Issues
Full Page	\$1,350	\$1,250
2/3 Page	\$1,100	\$1,050
1/2 Page	\$840	\$725
By the column inch		
First inch	\$200	\$175
Each addl inch	\$100	\$75

Classified ads should be sent in as Word or InDesign files.

# CONTACT

Cheryl Adams  
202.319.8462  
advertising@maa.org

# CAREER RESOURCE CENTER

## Job Postings

Posting Type	Benefits	Price
Basic Posting	Non-Member Academic Institution <ul style="list-style-type: none"> <li>• Posted for 60 Days</li> <li>• Additional Upgrades Available</li> </ul>	\$340
Enhanced Posting	<ul style="list-style-type: none"> <li>• Posted for 60 Days</li> <li>• Remains High in Search Results</li> <li>• Highlighted to Stand Out</li> </ul>	\$425
Job Flash™ Package Plus Upgrades	<ul style="list-style-type: none"> <li>• Job Emailed to 2,000 MAA Members and Job Seekers</li> <li>• Posted for 30 Days</li> <li>• Remains High in Search Results</li> <li>• Highlighted to Stand Out</li> <li>• Click to view recent <a href="#">Job Flash™</a></li> </ul>	\$575

### JOB POSTINGS AND JOB FLASH™ PACKAGES

Posting Type	Benefits	Price
MAA Departmental Member	<ul style="list-style-type: none"> <li>• Posted for 60 Days</li> <li>• Additional Upgrades Available</li> </ul>	\$290
Non-Member Academic Institution	<ul style="list-style-type: none"> <li>• Posted for 60 Days</li> <li>• Additional Upgrades Available</li> </ul>	\$340
Non-Academic Institution	<ul style="list-style-type: none"> <li>• Posted for 60 Days</li> <li>• Additional Upgrades Available</li> </ul>	\$390

Visit our [website](#) for a complete list of packages.

## CONTACT

Pat Slattery  
 727.497.6565 ext. 6472  
[patrick.slattery@communitybrands.com](mailto:patrick.slattery@communitybrands.com)

# 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.

### Facebook

[Facebook.com/MAANews](https://www.facebook.com/MAANews)

66.5K Followers



### Twitter

[@MAANow](https://twitter.com/MAANow)

53.2K Followers



### Google+

[Mathematical Association of America](https://www.google.com/+MathematicalAssociationofAmerica)

299K Followers

	Twitter Option	Facebook Option	Combo Package
Number of Posts	2	1	2 Twitter, 1 Facebook
Timeframe for Posting	2-3 weeks	4 weeks	4 weeks
Images and Dynamic Content	Minimum 1 image or video	Minimum 2 images or videos	Minimum 2 images or videos
Cost	\$1,000	\$800	\$1,500

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. Please allow space on Twitter posts for nine characters #sponsored to follow Federal Trade Commission guidelines.

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

Finalized posts and images must be received two weeks before the first post date. 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 MAA's discretion and may incur additional fees.

# DIGITAL

## 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.

Circulation	Open Rates	Clicks	Frequency
19,500	42%	8%	12x

Please include a URL with each image.

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

# CONTACT

We appreciate your interest in advertising with MAA.

To advertise in *The American Mathematical Monthly*, *The College Mathematics Journal*, *Mathematics Magazine*, and *Math Horizons*, please contact:

Jeff Leonard  
215.675.9208 ext: 201  
jeff@leonardmedia.com

For more information or to advertise in *MAA FOCUS*, please visit us at [maa.org](http://maa.org) or contact us:

MAA Advertising Sales  
1529 18th Street NW  
Washington, DC 20036  
[advertising@maa.org](mailto:advertising@maa.org)

Send completed order form and art to [advertising@maa.org](mailto:advertising@maa.org).

**TERMS OF USE, RIGHTS, WARRANTY, AND LIABILITY** - The Mathematical Association of America reserves the right to refuse any ad submitted for display in MAA for any reason. The Mathematical Association of America also retains the right to remove any ad currently displayed under any agreement. As a standard policy, the MAA does not accept member solicitation ads for any of our digital or print publications.



Advertising Order Form  
 advertising@maa.org

**Billing Information**

<b>Date</b>		<b>Payment Type</b>	<b>Visa</b>	<b>MasterCard</b>	<b>Check</b>	<b>Money Order</b>
<b>Company</b>		<b>Purchase Order #</b>				
<b>Contact Name</b>		<b>Bank Card #</b>				
<b>Address</b>		<b>Expiration</b>		<b>Security Code</b>		
<b>City/State/Zip</b>		<b>Signature</b>				
<b>Telephone #</b>		<b>Print Name</b>				
<b>Fax #</b>		<b>E-Mail</b>				

**Total Insertion Charges**

<b>Insertion Costs</b>	\$
<b>Full Page Bleeds (add 10% to Insertion Costs)</b>	\$
<b>Subtotal</b>	\$
<b>Agency Discount (subtract 15% from Subtotal)</b>	\$
<b>Total Amount Due</b>	\$

Send completed order form and art to:

MAA Advertising

1529 18th St. NW

Washington, DC 20036

Phone: (877) 622-2373

Fax: (202) 319-8461

E-Mail: advertising@maa.org





Advertising Order Form  
 advertising@maa.org

## MAA FOCUS and Math Alert

	MAA FOCUS	MAA Math Alert
<b>Frequency</b>	<input type="checkbox"/> 1x <input type="checkbox"/> 3x <input type="checkbox"/> 6x	<input type="checkbox"/> 1x <input type="checkbox"/> 3x <input type="checkbox"/> 6x <input type="checkbox"/> 12x
<b>Insertion Dates (Check all that apply)</b>	<input type="checkbox"/> Feb/Mar <input type="checkbox"/> Apr/May <input type="checkbox"/> June/July <input type="checkbox"/> Aug/Sep <input type="checkbox"/> Oct/Nov <input type="checkbox"/> Dec/Jan	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<b>Ad Size</b>	<input type="checkbox"/> Cover 3 (4 color) <input type="checkbox"/> Cover 4 (4 color) <input type="checkbox"/> Full Page <input type="checkbox"/> 2/3 Page Vertical <input type="checkbox"/> 2/3 Page Horizontal <input type="checkbox"/> 1/2 Page Vertical <input type="checkbox"/> 1/2 Page Horizontal <input type="checkbox"/> 1/3 Page Vertical <input type="checkbox"/> 1/3 Page Horizontal <input type="checkbox"/> 1/4 Page <input type="checkbox"/> 1/6 Page	300 px by 250 px
<b>Materials</b>	<input type="checkbox"/> Pickup from: Issue Mo/Yr _____ / _____ <input type="checkbox"/> Art to be sent later <input type="checkbox"/> Art included	<input type="checkbox"/> Pickup from: Issue Mo/Yr _____ / _____ <input type="checkbox"/> Art to be sent later <input type="checkbox"/> Art included



Advertising Order Form  
advertising@maa.org

## Social Media

	Facebook Posts	Twitter Posts	Timeframe for Posting	Images and Dynamic Content	Preferred Dates
<b>Twitter Option</b>	0	2	2-3 Weeks	Minimum one image or video <input type="checkbox"/> Art to be sent later <input type="checkbox"/> Art included	____ / ____ / ____ ____ / ____ / ____ ____ / ____ / ____ ____ / ____ / ____
<b>Facebook Option</b>	1	0	4 Weeks	Minimum one image or video <input type="checkbox"/> Art to be sent later <input type="checkbox"/> Art included	____ / ____ / ____ ____ / ____ / ____ ____ / ____ / ____ ____ / ____ / ____
<b>Combo Package</b>	1	2	4 Weeks	Minimum one image or video <input type="checkbox"/> Art to be sent later <input type="checkbox"/> Art included	____ / ____ / ____ ____ / ____ / ____ ____ / ____ / ____ ____ / ____ / ____