



MAA

MATHEMATICAL ASSOCIATION OF AMERICA

2021 Media Buyer Guide

**Print and Digital
Advertising
Opportunities**

Mathematical Association of America
maa.org

OUR MISSION

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 28,600 active MAA members
- 300,000 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 MAA is the world's largest community of mathematicians, students, 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

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

28,600

PRINT ADVERTISING RATES

Size	1 Issue	3 Issues	6 Issues
Cover 4	\$3,486	\$3,255	\$2,905
Cover 3	\$3,385	\$3,160	\$2,820
Full Page	\$2,765	\$2,530	\$2,285
2/3 Page	\$2,345	\$2,100	\$1,895
1/2 Page	\$1,680	\$1,550	\$1,490
1/3 Page	\$1,575	\$1,430	\$1,305
1/4 Page	\$1,050	\$935	\$840
1/6 Page	\$995	\$875	\$760

2021 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 2	Oct 9

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	4⅔" × 9¼"	
½ Vertical	3⅔" × 9¼"	
½ Horizontal	7" × 4½"	
⅓ Vertical	2¼" × 9¼"	
¼ Vertical	3⅔" × 4½"	
⅙ Vertical	2¼" × 4½"	

CONTACT

Carol Baxter
202.319.8479
advertising@maa.org

CAREER RESOURCE CENTER

Job Postings

Posting Type	Benefits	Price
Basic Posting	Non-Member Academic Institution <ul style="list-style-type: none"> Posted for 60 Days Additional Upgrades Available 	\$349
Enhanced Posting	<ul style="list-style-type: none"> Posted for 60 Days Remains High in Search Results Highlighted to Stand Out 	\$425
Job Flash™ Package Plus Upgrades	<ul style="list-style-type: none"> Job Emailed to 2,000 MAA Members and Job Seekers Posted for 30 Days Remains High in Search Results Highlighted to Stand Out Click to view recent Job Flash™ 	\$599

JOB POSTINGS AND JOB FLASH™ PACKAGES

Posting Type	Benefits	Price
MAA Departmental Member	<ul style="list-style-type: none"> Posted for 60 Days Additional Upgrades Available 	\$299
Non-Member Academic Institution	<ul style="list-style-type: none"> Posted for 60 Days Additional Upgrades Available 	\$349
Non-Academic Institution	<ul style="list-style-type: none"> Posted for 60 Days Additional Upgrades Available 	\$399

Go [here](#) for a complete list of packages.

Go [here](#) to see job listings and to get helpful information on applying for a job.

CONTACT

Joseph Webster
 860.385.8497
joseph.webster@communitybrands.com

DIGITAL

Social Media

MAA's social media followers are influencers engaged in the mathematical community. Reach math enthusiasts from across the world through MAA's social media channels. They are an engaged audience that enthusiastically interacts with and shares social media. On average we reach 225,000 users weekly through our Twitter and Facebook accounts.

Facebook

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

77K Followers



Twitter

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

71K 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
Size	1600 × 900 pixels	1200 × 630 pixels	
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 350 words and should contain different copy for each post. Text for Twitter posts is limited to 280 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.

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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
25,000	38%	11%	12×

We offer two different sizes for your advertisement.
Please include a URL where your image will link.

Digital Rates & Mechanical Specs

Size	1×	3×	6×	12×
250 × 1200 px	\$1,000	\$950	\$900	\$850
400 × 1200 px	\$1,400	\$1,300	\$1,200	\$1,150

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jeff@leonardmedia.com

For more information or to advertise in *MAA FOCUS* or any of our digital platforms please visit us at maa.org or contact us:

MAA Advertising Sales

ATTN: Carol Baxter

1529 18th Street NW

Washington, DC 20036

202.319.8479

advertising@maa.org

Send completed order form and art to 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 products 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

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

Total Insertion Charges

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

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
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MAA FOCUS and Math Alert

	MAA FOCUS	MAA Math Alert
Frequency	<input type="checkbox"/> 1× <input type="checkbox"/> 3× <input type="checkbox"/> 6×	<input type="checkbox"/> 1× <input type="checkbox"/> 3× <input type="checkbox"/> 6× <input type="checkbox"/> 12×
Insertion Dates (Check all that apply)	<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
Ad Size	<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
Materials	<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
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Social Media

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