

2010-2011



THE NEW BR IS THE PLACE TO MAKE AN IMPACT.

A bold new design and color throughout

Devoured by thought-leaders, dedicated readers, and recommenders coast to coast

Straight from the source: original insights from scholars, practitioners, and journalists from around the globe

IN EVERY BIMONTHLY ISSUE

FORUM
BR's signature feature—an argument on a current topic, with responses

FOUNDATIONS
Opinion, dispatches, photography

CONTEXT
In-depth analysis

INVESTIGATIONS
Original reporting

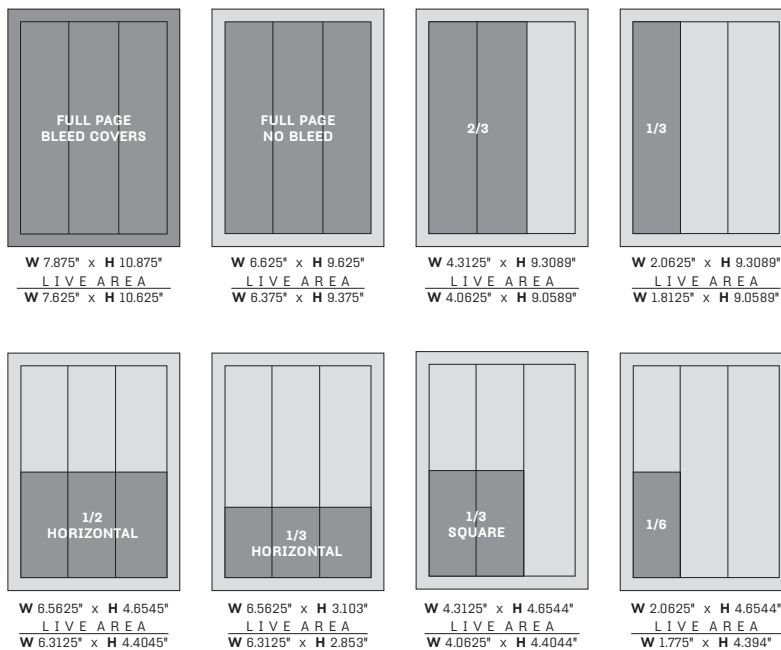
BOOKS AND IDEAS
Thought-provoking essays and reviews

POETRY
New work and criticism

FICTION
Selected by Pulitzer Prize-winning author Junot Díaz

2010 NATIONAL MAGAZINE AWARD FINALIST
2010 WINNER OF THE UTNE INDEPENDENT PRESS AWARD FOR BEST WRITING

AD RATES AND SPECIFICATIONS



PLEASE KEEP TEXT AND GRAPHICS WITHIN THE LIVE AREA.
ALL ADS SHOULD CONTAIN .125" (1/8") BLEED OVERALL WITH CROP MARKS

FREQUENCY	1 X	3 X	6 X
DISCOUNT	---	15%	25%
COVER 2 OR 4	\$1800	\$1530	\$1350
COVER 3	\$1600	\$1360	\$1200
FULL PAGE	\$1400	\$1190	\$1050
2/3 VERTICAL	\$950	\$800	\$715
1/3 VERTICAL	\$650	\$550	\$485
1/2 HORIZONTAL	\$800	\$680	\$600
1/3 HORIZONTAL	\$650	\$550	\$485
1/3 SQUARE	\$600	\$500	\$435
1/6 VERTICAL	\$300	\$255	\$225

PAYMENTS
Invoices and tearsheets of ads will be mailed upon publication of an issue in which space has been purchased by an advertiser. Payment is net 30 days.

ART GUIDELINES
We prefer 300 dpi .pdf files with all fonts embedded. Images must be grayscale for black-and-white ads or CMYK for color ads (no RGB or indexed color). Boston Review will not set copy.

Please send all correspondence attention Rebecca Carrington: rcarrington@vjjohnson.com or (607) 432-2219
J.V. Johnson & Associates, Inc.
70 Dietz St.
Oneonta NY, 13820

TERMS
If advertiser and/or agency defaults (bills past due more than 90 days), collection will be referred for legal action. Advertiser and agency are jointly liable for all fees and sums charged by collection agency and/or attorney's fees, plus court costs incurred by publisher in the event of judicial, probate, or bankruptcy proceedings in the collection of such bills.

Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves the right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by the advertiser if copy/camera-ready materials are not received by published deadlines.

Publisher reserves the right to refuse any advertising and shall not be held liable for damages if for any reason he fails to publish an ad. Advertisers and agencies assume all responsibility for content of ads (including illustrations, logos, representations, and text) placed and printed, are liable for any claims arising against the publisher, and agree to hold publisher harmless for any claims or actions based on or arising out of such ads. All ads are positioned at the discretion of the publisher. Ads resembling editorial may be marked "advertisement" by the publisher.