

# Oh, the Humanities! Advertising Media Kit

---

## *Rates and Circulation*

---

This 2020 Media Kit for *Oh, the Humanities!* reflects updated information captured from the circulation formerly developed as the media and communications effort by ACLS Humanities E Book; it is now part of the Third Chapter Project, Inc. (a 501c3 nonprofit supporting humanities in underserved communities worldwide). *Oh, the Humanities!* is a monthly e-newsletter on topics of interest to librarians and academic faculty in the areas of social sciences and humanities. *Oh, the Humanities!* is free to readers and provides insights and points of view related to curricula, academic materials and dissemination that stimulates thinking about teaching in these subject areas.

### **Circulation**

*Oh, the Humanities!* is delivered to over 17,000 monthly readers who are located at universities, colleges (two and four year) and theological seminaries globally. This circulation is based on attendance at leading library and academic conferences. The newsletter is 2 pages in length, carrying approximately four articles per month and is originally written by staff as well as articles contributed by library and academic staff.

### **Geographic distribution is broken down as follows:**

84% are USA based and 16% worldwide

### **Circulation is broken down as:**

Librarians: 46%

Faculty: 62%

Other: 2% - including key contacts at 50 North American library consortia: consortia at the national, regional and state levels.

Of the above, 20% are directly and 80% are indirectly responsible for buying decisions

### **RATES:**

A banner ad in OTH can be either on page 1 or page 2 of the publication. The ads contain a live link to a URL indicated by the advertiser, and we can measure click thru to the client website or destination.

- \$500 single insertion
- \$1,300 3 months
- \$2,500 6 months
- \$5,000 12 months

Postcard Announcements – this is an email blast to our subscriber base to announce a new title release, a title review, a change in personal, new technology launch, etc.

- \$250 per card
- 10% discount if bundled

---

## *Readership*

---

The readership of *Oh, the Humanities!* has been developed through lists, event participation, membership in one or more of the societies that make up the American Council of Learned Societies and institutional subscribers to the ACLS Humanities E Book collection. The list also comprises librarians and library staff who have attended and visited us at one of the major library conferences such as ALA, ACRL, ERL, ATLA, ARLIS, Charleston Conference and smaller regional library consortium conferences. We have been incorporating ACLS fellows and grantees.

### **The Publication**

*Oh, the Humanities!* (“OTH”) is published in HTML and emailed to recipients directly to their professional inbox. Current readership research shows that OTH has an open rate of over 25% per issue and that the opt-out rate is less than 1% per year.

### **Ad Specs**

All ads are static  
 Color format: RGB  
 File format: .jpg , .png, .jpeg, .tiff (in order of preference)  
 Size (highest resolution possible)  
 Square: 250x250  
 Leader-board Banner: 728x90  
 Large Rectangle: 336X280  
 Vertical Banner: 120x240

**100% of revenue derived from *Oh the Humanities!* supports the work of The Third Chapter Project, Inc.**

### CONTACT INFORMATION:

Kathleen Scholz-Jaffe  
 kscholzjaffe@thirdchapter.org

Lee Walton  
 Lwalton@thirdchapter.org