Oh, the Humanities!

**Media Kit**

Contact: Lee Walton, [lwalton@thirdchapter.org](file:///C:\Users\Lwalt\Downloads\lwalton@thirdchapter.org)

or

Kathleen Scholz-Jaffe, [kscholzjaffe@thirdchapter.org](mailto:kscholzjaffe@thirdchapter.org)

# **OVERVIEW**

“Oh, the Humanities!” is a monthly e-periodical on topics of interest to librarians and academic faculty in

the areas of humanities and social sciences (HSS). “Oh, the Humanities!” is free to readers and provides insights and points of view related to curricula, academic materials, dissemination, and issues that stimulate thought in HSS in the library, classroom, field, or outside of academia. OTH is designed to be a community forum.

## **The Publication**

Oh, the Humanities! (“OTH”) is published in HTML and emailed to recipients. Current readership research shows that OTH has an **open rate of ~30% per issue** and that the opt-out rate is less than 0.5% per campaign.

## **Circulation**

Oh, the Humanities! is delivered to over 18,000 monthly readers who are located at universities, colleges (two and four years), and theological seminaries globally. The newsletter is approximately three pages in length, carrying four articles per month, and is written by contributors within the HSS community.

## **Geographic Distribution**

84% are USA based and 16% worldwide

## Circulation

* Librarians: 46%
* Faculty: 52%
* 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

An ad in OTH can be either on page 1, 2 or 3 of the publication. The ads contain a live link to a URL indicated by the advertiser, and we can measure click-through to the client’s website or destination.

### 

### **Page one/top of the page banner**

* 1 Month: $350\*/$550
* 3 Months 10% off

### **Banner Ad**

* 1 Month: $325\*/$450
* 3 Months 10% off

### **Large Rectangle**

* 1 Month: $300\*/$400
* 3 Months 10% off

### **Small Square**

* 1 Month: 250\*/$350
* 3 Months 10% off

### Postcard Announcements

The basic postcard is an email blast to our subscriber base to announce a new single-item title release, a title review, a change in personnel, a new technology launch, etc.

* $250 per card

Sponsorship Arts Corner, Bookshelf, any feature/video, or podcast $100/$250

\*Ask about our Non-Profit pricing

## **Ad Specs**

**Color format**: RGB

**File format**: jpg, .png, .jpeg, .gif, .tiff (in order of preference) (highest resolution possible)

**Size**: Square: 250x250

Leader-board Banner: 728x90 Large Rectangle: 336X280 Vertical Banner: 120x240

**Due Date: 15th of the month**