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The American Anthropological Association is the world’s largest association for professional anthropologists, with about 10,000 members, including 300 university departmental partners, in 90 countries throughout the world. Founded in 1902, the Association remains a valuable and trusted resource for its members.
AAA Members...

- work in academia and for nonprofits, government agencies, and corporations.
- hold advance degrees and value the pursuit of education.
- belong to 40 sub-sections and various interest groups spanning the different subfields of anthropology.
- are composed of students, professionals starting their careers, professionals at the peak of their careers, and influential retired members.
- speak more than 100 different languages and are located across the United States and around the world.
ANTHROPOLOGY NEWS

IS THE AAA’S AWARD-WINNING MEMBER MAGAZINE.

We publish 4 new articles a week online and issue a print version every other month. The magazine includes feature articles, opinion columns, visual and multimodal contributions, AAA news, section news, and more. Anthropology News is distributed throughout the US and in more than 100 other countries to about 10,000 members and nearly 300 departmental and institutional subscribers.
AAA’s Member eNewsletter is distributed via email on the first week of every month. Considered a highly valued member benefit sent to 10,000 anthropologists, this is a great way to showcase your product or service to AAA members.

Premium Leader Board
$595 | 650 x 90 pixels

Featured Highlights
$495 | 300 x 180 pixels

Medium Rectangle
$295 | 300 x 180 pixels

Artwork due on the 15th of the prior month
WEBSITE ADVERTISING

Over 250,000 Pageviews monthly

Home Page $495
Interior Pages $295
www.americananthro.org

Over 100,000 Sessions monthly

Over 60,000 Users monthly

Artwork due on the 15th of the prior month
This year we updated the AnthroGuide website to create an easier, more reliable user experience.

The new site had over **30,000 page views** in the last 3 months of 2019! This almost reaches the same totals as all of 2018 on the old website. **Artwork due on the 15th of the prior month.**
The AnthroGuide is a comprehensive reference that is published yearly and delivered to departments, individuals, libraries, and private collectors.

The AnthroGuide provides detailed information on

- over 10,000 anthropologists
- more than 400 academic programs
- approximately 50 museums, government agencies, and research firms

BLACK & WHITE PRINT ADVERTISING

Back Cover $995
Inside Front Cover $695
Inside Back Cover $595
Full Page $295
Half Page $195

ARTWORK DUE ON JULY 1, 2020
Schools, museums, and employers join us in celebrating anthropology around the world the third week of February every year. Won’t you join us as well? [anthroday.org](http://anthroday.org)

<table>
<thead>
<tr>
<th>Recognition on the AnthroDay website</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition of sponsorship in the March Member eNewsletter</td>
<td>⚫️</td>
<td>⚫️</td>
<td>⚫️</td>
</tr>
<tr>
<td>Recognition in emails sent to participants</td>
<td>⚫️</td>
<td>⚫️</td>
<td>⚫️</td>
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<tr>
<td>A “thanking our sponsors” social media post</td>
<td>⚫️</td>
<td>⚫️</td>
<td>⚫️</td>
</tr>
<tr>
<td>An individualized “thank you to our sponsor” social media post</td>
<td>⚫️</td>
<td>⚫️</td>
<td>⚫️</td>
</tr>
<tr>
<td>One small branded item (sticker, book mark, postcard, etc.-TBD) mailed in the AnthroDay swag box</td>
<td>⚫️</td>
<td>⚫️</td>
<td>⚫️</td>
</tr>
<tr>
<td>Custom options available</td>
<td>$250</td>
<td>$500</td>
<td>$1500</td>
</tr>
</tbody>
</table>

**Social Media Stats from 2019**

#AnthroDay
Twitter & Instagram Impressions: 5,239,493 | Twitter reach: 2,457,269
Facebook reach (AAA posts): 330,000 | Facebook engagements (AAA posts): 37,783

Email [emyers@americananthro.org](mailto:emyers@americananthro.org) to sponsor
Need to hire an anthropologist? ACE is the best job board to find the right candidate. 81K Facebook Likes, 36K followers | 19K LinkedIn Members, 9K followers
All jobs are highlighted on social media.

[americananthro.org/careers](http://americananthro.org/careers)

<table>
<thead>
<tr>
<th></th>
<th>DSP Partner Rate</th>
<th>Non DSP Partner Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Month Job Posting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 posting for 30 days</td>
<td>$299</td>
<td>$650</td>
</tr>
<tr>
<td><strong>2 Month Job Posting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 posting for 60 days</td>
<td>$599</td>
<td>$1,075</td>
</tr>
<tr>
<td><strong>3 Month Job Posting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 posting for 90 days</td>
<td>$849</td>
<td>$1,595</td>
</tr>
<tr>
<td><strong>Three 30-Day Job Posting Package</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 postings for 30 days</td>
<td>$829</td>
<td>$1,485</td>
</tr>
<tr>
<td><strong>Three 60-Day Job Posting Package</strong></td>
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</tr>
<tr>
<td>3 postings for 60 days</td>
<td>$1,459.50</td>
<td>$2,678.50</td>
</tr>
</tbody>
</table>

12,000 searchable resumes | up to 1 million views yearly | 7,000 page views per job

**Job Posting Enhancements**

**Featured Jobs Listing Starting at $40**
Gain an advantage with prime exposure through featured job postings.

**Anthropology News Starting at $175**
Job ads are available in print in our issues of Anthropology News.
AAA & Section List Rental

Connect with and promote to AAA members. infocusmarketing.com/lists/AAA

Placing Display Ads in AAA Journals

Advertising in AAA journals is managed by Wiley. For information on advertising rates, deadlines, and availability please contact:

Kristin McCarthy
Advertising Sales Representative
PO Box 90758
San Diego, CA 92169-2758
Phone: 858-230-7295 Cell: 978-609-4215
Email: KMcCarthy@Wiley.com
Please visit our new online insertion order form to reserve advertising space.

CLICK HERE

Cancellations made within 30 days of artwork deadline will be charged 50% of the total cost. Questions? Email Liz Myers at emyers@americananthro.org or call 571-483-1165.
The American Anthropological Association reserves the right to approve all advertisements. The information contain is subject to change without notice.

As part of the AAA’s new Comprehensive Policy on Sexual Harassment and Sexual Assault, we now require field schools or other research experiences advertised on our website or through AAA-supported advertising, draft and make available on demand a code of conduct prohibiting sexual assault and sexual harassment. Appropriate reporting mechanisms for those who do experience or witness sexual harassment or sexual assault will also be required.

All items exhibited, advertised, sponsored, and/or sold under the auspices of the American Anthropological Association (e.g., at the Annual Meeting, in AAA publications and on AAA’s websites, or in direct mailings to the AAA membership) must be of a nature that they can reasonably be considered to be (1) “tools of the trade” by anthropologists acting in their professional capacities as faculty, students, and/or practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to the AAA while insuring that individual members have adequate information regarding costs to subscribers (e.g., credit cards, a portion of whose profits go to the AAA).

The character of the exhibits, advertisements, sponsorships, or sales is subject to the approval of the Executive Director or her/his designee. The AAA reserves the right to refuse any application for exhibit space, advertising, sponsorship, or sales, and to curtail or cancel any such exhibit, advertisement, sponsor, or sale which, in the sole judgment of the Executive Director, does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, or sales of novelties and souvenirs, as well as the personal conduct of exhibits or their representatives.

The Executive Director will apply the following standards in judging the suitability of sponsorship, exhibitors, and advertising content:

- The organization or service has business integrity, which would reflect well on the Association, its members and its Board of Directors.
- The product or service advertised has value to AAA members.
- The Association reserves the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical or professional issues.
- The AAA undertakes to comply with the letter and the spirit of Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Veterans’ Re-employment Rights Act Handicap Bias, the Vietnam-Era Veterans’ Readjustment Assistance Act of 1974, and the Americans with Disabilities Act of 1990. As such, the Association endeavors to not discriminate on the basis of age, race, color, religion, gender, sexual orientation, national origin, physical or mental disability, veteran status, marital status or the numbers and ages of dependent children in its own employment practices and will not knowingly permit its publications and website as ad media, to be used by others in support of discriminatory practices.
- Advertisers are encouraged to use gender-neutral terms in ad text because the use of certain pronouns, i.e., him or her, in ad text could under certain circumstances be taken to imply discrimination (not necessarily job discrimination) on the basis of gender.
- AAA reserves the right to decline advertisements from companies advertising products and services that could be considered competing with the AAA Member Benefits Program. Examples include, but are not limited to, affinity credit cards, telephone long-distance services, financial programs, car rentals, hotels and magazine services.