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About AAA

Dear Advertisers,

The American Anthropological Association is the world’s largest association for professional anthropologists, with about 9,000 members, including 250 university departmental partners, in 100 countries worldwide. Founded in 1902, the Association remains a valuable and trusted resource for its members.

The 2021 Annual Meeting will be held in Baltimore, MD, November 17–21. While the future of in-person meetings remains unclear, we are confident that hybrid, virtual, or face-to-face events in 2021 will increase opportunities for engagement with attendees, presenters, exhibitors, and sponsors. We look forward to furthering the field of anthropology by facilitating knowledge sharing and community growth with whatever method of gathering is safe in November. We look forward to you joining us in 2021!

Organizations that exhibit at the Annual Meeting receive special discounts and pricing on AAA advertising. See “Policies” for a definition of an exhibitor.

AAA Members

AAA Members…

- Work in academia and for nonprofits, government agencies, and corporations.
- Hold advanced degrees and value the pursuit of education.
- Belong to 40 sub-sections and various interest groups spanning the different subfields of anthropology.
- They 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 (AN)

The AAA’s award-winning member magazine!

We publish six print issues a year! The magazine includes feature articles, visual essays, AAA news, and more. Anthropology News is distributed to 8,000 members throughout the United States and globally, and to nearly 300 departments and institutional subscribers.
**AN Pricing**

*Back Cover*
Size: 8.25”x 8.75” trim 8.75”x 9.25” w/bleed
Purchase 1 Issue: $1,295
Purchase 3 Issue: $1,100
Purchase 6 Issue: $970
Exhibitor Rate per Issue: $865

*Inside Cover*
Size: 8.25”x10.75” trim 8.75”x11.25” w/bleed
Purchase 1 Issue: $1,195
Purchase 3 Issue: $1,015
Purchase 6 Issue: $895
Exhibitor Rate per Issue: $795

*Full Page*
Size: 8.25”x10.75” trim 8.75”x11.25” w/bleed
Purchase 1 Issue: $995
Purchase 3 Issue: $845
Purchase 6 Issue: $745
Exhibitor Rate per Issue: $665

*Half Page Horizontal*
Size: 7.25”x 4.625” no bleed
Purchase 1 Issue: $595
Purchase 3 Issue: $505
Purchase 6 Issue: $445
Exhibitor Rate per Issue: $395

*Third Page Vertical*
Size: 2.25”x 9.375” no bleed
Purchase 1 Issue: $395
Purchase 3 Issue: $335
Purchase 6 Issue: $295
Exhibitor Rate per Issue: $265

*Artwork Due Date*
The artwork is due on the 1st of the month, two months prior (e.g., Jan artwork is due by November 1).
Member eNewsletter

It is emailed monthly to over 7,000 members. The format of the email is provided both visually and explained below:

**Premium Leaderboard**

728 x 90

The director's letter to the audience.
The letter normally includes a recap of anthro news for the month and contains several links; this is a popular area for members.

**Featured Highlight 1**

300 x 250

**Featured Highlight 2**

300 x 250

Medium Rectangles are the same size as a featured highlight but are placed in the body of the email.

At the top, the Premium Leaderboard (728 x 90) is followed by the director's letter to the audience. The letter normally includes a recap of anthro news for the month and contains several links; this is a popular area for members. Directly below the letter are two Featured Highlights (300 x 250). Medium Rectangles are the same size as a featured highlight but are placed in the email body.

**Member eNewsletter Pricing**

**Premium Leaderboard**
Size: 780 pixels wide by 90 pixels tall
Purchase 1 Issue: $495
Purchase 3 Issue: $420
Purchase 6 Issue: $370
Exhibitor Rate per Issue: $345

**Featured Highlight**
Size: 300 pixels wide by 250 pixels tall
Purchase 1 Issue: $395
Purchase 3 Issue: $335
Purchase 6 Issue: $295
Exhibitor Rate per Issue: $270

Medium Rectangle
Size: 300 pixels wide by 250 pixels tall
Purchase 1 Issue: $195
Purchase 3 Issue: $135
Purchase 6 Issue: $145
Exhibitor Rate per Issue: $135

Artwork Due Date
The artwork is due on the 15th of the month prior (e.g., January artwork is due by December 15). All sizes are in pixels.

AAA Website
The AAA homepage averages over 150,000 unique pageviews a year! Website ad spaces are sold monthly. The homepage Ad space has a new size of 728 by 90 pixels. The interior pages Ad space has a new size of 300 by 250 pixels and displays on the left corner of interior pages of the AAA website.

AAA Website Pricing
Homepage
Size: 780 pixels wide by 90 pixels tall
Purchase 1 Month: $495
Purchase 3 Month: $420
Purchase 6 Month: $370
Exhibitor Rate per Month: $345

Interior Pages
Size: 300 pixels wide by 250 pixels tall
Purchase 1 Month: $295
Purchase 3 Month: $250
Purchase 6 Month: $220
Exhibitor Rate per Month: $195

Artwork Due Date
The artwork is due on the 15th of the month prior (e.g., January artwork is due by December 15). All sizes are in pixels.
AnthroGuide Website
The AnthroGuide Homepage and Interior Pages have three right-side 300 x 250 ad spaces available monthly.

AnthroGuide Website Pricing

Homepage
Size: 780 pixels wide by 90 pixels tall
Purchase 1 Month: $295
Purchase 3 Month: $250
Purchase 6 Month: $220
Exhibitor Rate per Month: $195

Interior Pages
Size: 300 pixels wide by 250 pixels tall
Purchase 1 Month: $195
Purchase 3 Month: $165
Purchase 6 Month: $145
Exhibitor Rate per Month: $135

Artwork Due Date
The artwork is due on the 15th of the month prior (e.g., January artwork is due by December 15). All sizes are in pixels.

Anthropology Careers & Employment (ACE) Website
Get noticed with the top spot on the webpage where anthropologists come to look for new career opportunities. There will be banner Ad space at the top of the page that is 728 by 90 pixels. There will also be an additional space, 300 by 250 pixels, located mid-page near the “Career Advice Section.”

ACE Website Pricing

Leaderboard
Size: 780 pixels wide by 90 pixels tall
Purchase 1 Month: $295
Purchase 3 Month: $250
Purchase 6 Month: $220
Exhibitor Rate per Month: $195

Mid-Page Ad
Size: 300 pixels wide by 250 pixels tall
Purchase 1 Month: $195
Purchase 3 Month: $165
Purchase 6 Month: $145
Exhibitor Rate per Month: $135

Artwork Due Date
The artwork is due on the 15th of the month prior (e.g., January artwork is due by December 15). All sizes are in pixels.

Weekend Reads Email
Weekend Reads is a bi-weekly newsletter that is sent to both members and non-members. This newsletter highlights the richness of the field through a pop culture lens to keep the community connected to the world of anthropology. Sent to Over 15,000 Readers in the anthropology community!!

Weekend Reads Pricing
Special Introductory Pricing!

Leaderboard
Size: 780 pixels wide by 90 pixels tall
Purchase 1 Month: $295
Purchase 3 Month: $250
Purchase 6 Month: $220
Exhibitor Rate per Month: $195

Artwork Due Date
The artwork is due on the 15th of the month prior (e.g., January artwork is due by December 15). All sizes are in pixels.

Anthropology Day (AnthroDay) Sponsorships
Celebrate Anthropology! Held on the third Thursday in February, students, faculty, anthro departments, K-12 schools, and more celebrate the study of anthropology on AnthroDay. Please help us celebrate by sponsoring a webinar or prize.

Social Media Stats for #AnthroDay (2019):
- Twitter & Instagram Impressions: 5,239,493
- Twitter reach: 2,457,269
- Facebook reach (AAA posts): 330,000
- Facebook engagements (AAA posts): 37,783

AnthroDay Pricing
Book by January 11, 2021, and receive an extra 10% off rates listed
Contributor- $50
- Logo on AnthroDay Website
- Recognition of sponsorship in the Jan, Feb, and March Member eNewsletter

Bronze- $100
- Logo on AnthroDay Website
- Recognition of sponsorship in the Jan, Feb, and March Member eNewsletter
- Social Media post the week of AnthroDay
- Sponsor a prize for a K-12 teacher

Silver- $300
- Logo on AnthroDay Website
- Recognition of sponsorship in the Jan, Feb, and March Member eNewsletter
- Social Media post the week of AnthroDay
- Sponsor a prize for an Anthro Dept

Gold- $500
- Logo on AnthroDay Website
- Recognition of sponsorship in the Jan, Feb, and March Member eNewsletter
- Social Media post the week of AnthroDay
- Sponsor a prize for a K-12 teacher
- Sponsor a prize for an Anthro Dept
- Be recognized as a sponsor during a webinar

Other Options

AAA & Section List Rental
Connect with and promote to AAA members. www.infocusmarketing.com/lists/AAA

Placing Display Ads in AAA Journals
Wiley manages advertising in AAA journals. 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
Packages

**Student & Faculty Package- Save 40%**
Price: $765, if bought separately $1,280
Includes:
  - 2 Months ACE Leaderboard
  - 2 Months AnthroGuide Homepage
  - Bronze AnthroDay Sponsor

**Digital Clicks Package- Save 40%**
Price: $1,300, if bought separately $2,170
Includes:
  - 2 Months AAA Homepage
  - 2 Months AnthroGuide Homepage
  - 2 Months ACE Leaderboard

**Inbox Package- Save 40%**
Price: $1,000, if bought separately $1,680
Includes:
  - 2 Months Premium Leaderboard in the Member eNewsletter
  - 2 Months Premium Leaderboard in Weekend Reads
  - Bronze AnthroDay Sponsorship

**Reserve Ad Space**
Please visit our new [online insertion order form](http://forms.americananthro.org/2020-advertising-insertion-order/) to reserve advertising space. Cancellations made within 30 days of the artwork deadline will be charged 50% of the total cost.

**Policies**
The American Anthropological Association reserves the right to approve all advertisements. The information contained is subject to change without notice.

*To receive special exhibitor pricing, an organization must have participated as a virtual exhibitor or sponsor and paid all invoices for 2020 Raising Our Voices or have committed to a 2021 booth or sponsorship when it becomes available.

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 ensuring 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’ Reemployment 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.