



Revista Hispánica Moderna

2017 ADVERTISING RATES AND INFORMATION

Founded in 1934 as Boletín del Instituto de las Españas at Columbia University, Revista Hispánica Moderna has been regarded since as one of the most distinguished international venues for academic research in Spanish. RHM is a semiannual peer-reviewed journal committed to the dissemination of superior scholarship on Hispanic and Luso-Brazilian literary and cultural studies. It publishes essays and book reviews in Spanish, English, or Portuguese on the full spectrum of Hispanic and Luso-Brazilian cultural production in Europe, Latin America, and the United States, and in all historical periods from the Middle Ages to the present.

ISSUANCE

ISSN: 0034-9593

Frequency: Semiannual

Mail Dates: Summer, Winter

ACCEPTANCE POLICY

All products, services, and ad copy are subject to approval by the publisher before insertion. Notice of cancellation must be received by artwork due date.

EXCHANGE AD AGREEMENTS

The Press welcomes the opportunity to establish ad exchange agreements with fellow publishers. Please contact the Press if you are interested in finding out more or discussing an exchange.

Published by the University of Pennsylvania Press

CONTACT INFORMATION

Reservations and inquiries should be sent to:

Emily Stevens

Editing & Production Coordinator

University of Pennsylvania Press

3905 Spruce Street

Philadelphia, PA 19104-4112

Email: emilyste@upenn.edu

Phone: 215-898-7588

Fax: 215-746-3636

RATES AND CLOSING DATES

Ads will be positioned at the back of each issue and on cover 3 (inside back cover). Only cover 3 positioning is guaranteed.

Rates

Half Page: \$200 · Full Page: \$300 · Cover 3: \$350

Issue Closing Dates

Issue	Reservation	Ad Deadline	Publication
Summer	3/20/18	4/3/18	6/1/18
Winter	9/12/18	9/26/18	12/4/18

MECHANICAL SPECIFICATIONS

Journal Trim Size: 7" x 10"

Ad Dimensions: Half Page: 5¼" x 4"

Full Page: 5¼" x 8¼"

Cover 3: 5½" x 8½"

- Ads may be emailed as print-optimized PDF files.
- Images should be scanned at a resolution of 300 dpi.
- All fonts should be embedded (type I fonts recommended). Do not use Truetype fonts.
- Halftones are shot at 133-line screen.
- No bleeds.

MAILING LIST RENTAL

Subscriber mailing lists are available for rental by publishers and advertisers whose products would be of interest to our readers.

Pricing and Formats

Electronic file: \$175.00/ M (\$175 minimum). Available by email attachment or on computer disk.

Policies and Terms

A sample mailing piece is required for all list rentals. Lists will not be provided until the sample has been received, reviewed and approved by the Press and the editorial office. The Press reserves the right to deny use of any mailing list if it is deemed inappropriate. Lists are rented for one-time use only and are seeded to detect unauthorized use.

DISCOUNTS

Combine your list rental order with the placement of a full-page advertisement in the same title and receive a 15 percent discount on the list rental fee.

UNIVERSITY OF PENNSYLVANIA
PRESS

3905 Spruce Street, Philadelphia, PA 19104-4112

DECEMBER 2016 ISSUE

Jerónimo Arellano. "The Screenplay in the Archive: Screenwriting, New Cinemas, and the Latin American Boom"

Daylet Domínguez. "Cuadros de costumbres en Cuba y Puerto Rico: literatura y ciencia en el siglo XIX"

Álvaro Kaempfer. "Pedagogías del despojo y dispositivos narrativos coloniales: Rodolfo Lenz, el temblor de tierra, las dudosas fuentes del desastre y la cultura mapuche"

Germán Labrador Méndez. "Lo que en España no ha habido: la lógica normalizadora de la cultura postfranquista en la actual crisis"

Stephanie Merrim. "*Los Cristos de todas las pasiones*": The Latin American Existentialism of José Revueltas's *El luto humano*"



2017 SUBSCRIPTION RATES

Individuals: \$42
Electronic only \$36
Students: \$25 (with valid ID)
Institutions: \$68
Electronic only \$52
Single Issues: \$27
International orders please add \$18 for shipping

ORDERING INFORMATION

Revista Hispanica Moderna
Penn Press Journals
3905 Spruce Street
Philadelphia, PA 19104
Phone: 215-573-1295
Email: journals@pobox.upenn.edu

<http://rhm.pennpress.org>