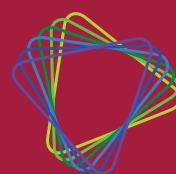


media guide



THE SCHOLARLY **kitchen**

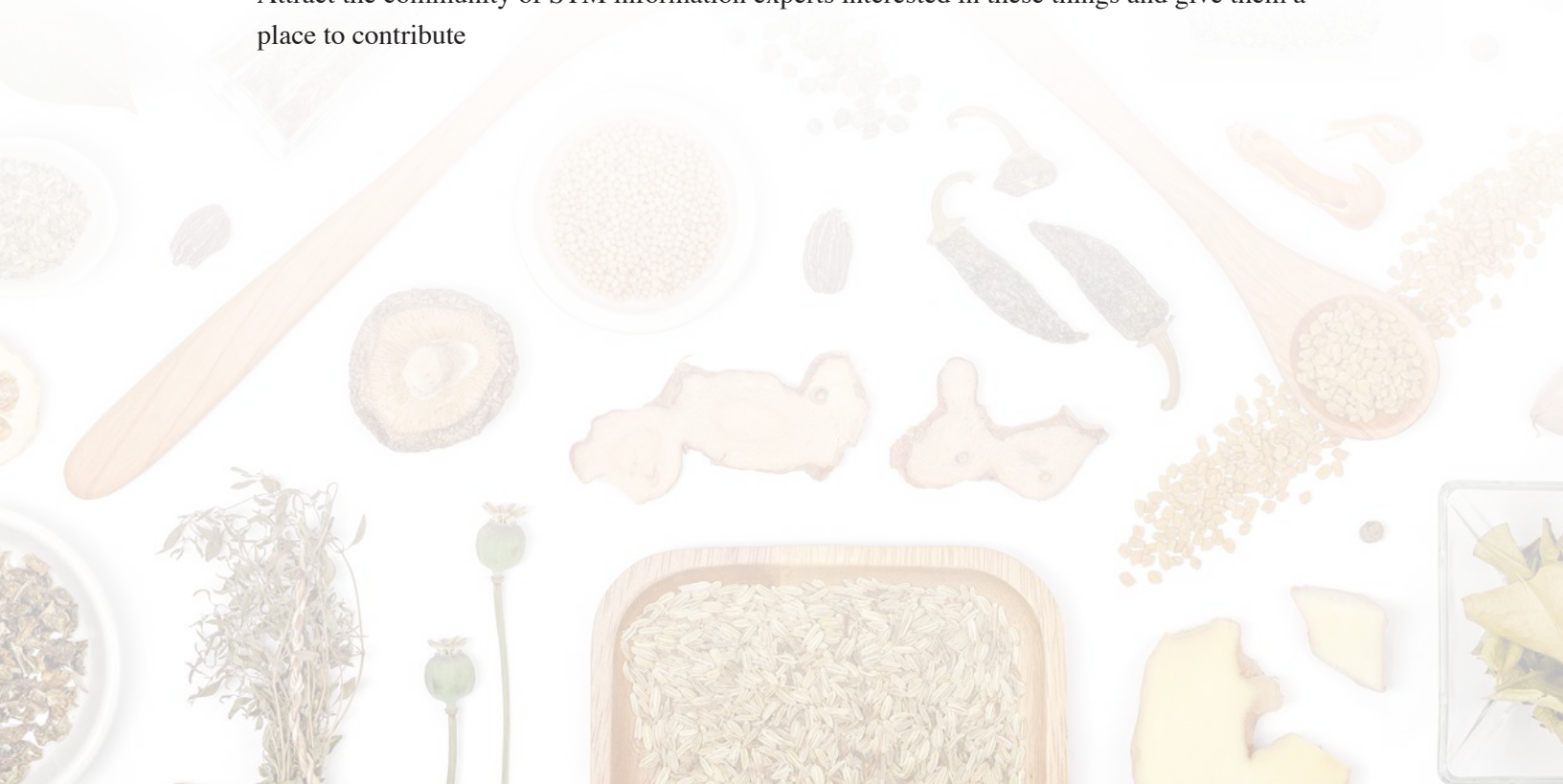


Society
for Scholarly
Publishing

The Scholarly Kitchen

The mission of the Society for Scholarly Publishing is “to advance scholarly publishing and communication, and the professional development of its members through education, collaboration, and networking.” *The Scholarly Kitchen* is a moderated and independent blog aimed to help fulfill this mission by bringing together differing opinions, commentary, and ideas, and presenting them openly. Opinions on *The Scholarly Kitchen* are those of the authors. They are not necessarily those held by the Society for Scholarly Publishing nor by the authors’ respective employers. The Society for Scholarly Publishing established *The Scholarly Kitchen* in February 2008 to:

- Keep SSP members and interested parties aware of new developments in publishing
- Point to research reports and projects
- Interpret the significance of relevant research in a balanced way (or occasionally in a provocative way)
- Suggest areas that need more input by identifying gaps in knowledge
- Translate findings from related endeavors (publishing outside STM, online business, user trends)
- Attract the community of STM information experts interested in these things and give them a place to contribute



70,000+
Visitors

25,200+
Twitter
Followers

15,000+
Subscribers

159,000+
Page Views
per Month

130+
Countries
Daily

THE SCHOLARLY kitchen

The Scholarly Kitchen (TSK) is the authority on scholarly publishing and communication. This highly-regarded and influential blog serves all segments involved in the scholarly publishing community. Founded in 2008, the blog is read by thousands publishers, editors, librarians, researchers, and publishing service providers in more than 200 countries each day. *TSK* has more than 15,000 subscribers to daily content alerts and more than 25,200 followers on Twitter.

TSK has, on average, 70,000 visitors each year and 1.7 million page views. Visitors come to *TSK* to learn about new developments in publishing and read up on key research reports and projects. *TSK* is a highly visible and trusted publication, addressing novel, controversial and leading-edge topics. Featuring an array of exclusive content from diverse and influential authors, the voice of the blog represents the many areas of scholarly communications and has an active comments section, further demonstrating the engagement of its readers. *TSK* has become a critical resource for all those involved in scholarly communications.

The *TSK Daily Alert* is emailed to 15,000 subscribers Monday through Friday; excluding some holidays. It has a 99% delivery rate, a 29.5% open rate and a 17% click rate (content and ads combined).

2024 Advertising Rates

	3 months	6 months	12 months
Article Header Full Width Banner (3 max rotating) <i>Premium placement on all Article pages</i>	\$2,800	\$5,000	\$9,000
Daily Email Alert (1 position/alert) <i>Banner placement on email alert, Monday – Friday; excluding some holidays. Exclusive opportunity!</i>	\$2,800	\$5,000	\$9,000
Sidebar Banner Primary (3 max rotating) <i>Banner placement on Home Page and all Article pages</i>	\$2,250	\$4,000	\$7,200
Sidebar Banner Secondary (3 max rotating) <i>Banner placement on Home Page and all Article pages</i>	\$2,250	\$4,000	\$7,200
Article Comments Full Width Banner (3 max rotating) <i>Banner placement on all Article pages</i>	\$1,000	\$1,800	\$3,200
Home Page Header Full Width Banner (3 max rotating) <i>Banner placement on Home Page</i>	\$1,000	\$1,800	\$3,200

Contact Us

For more information, contact:

risten Totaro

Industry Relations Associate

Society for Scholarly Publishing

856-437-4719

partnerships@sspnet.org

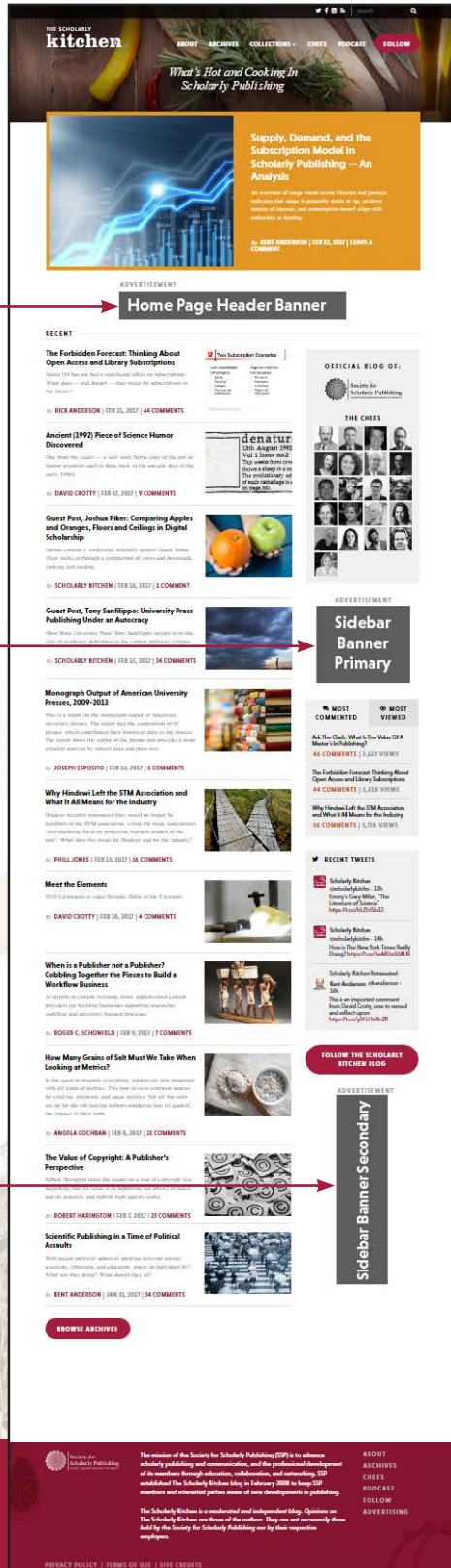
ad locations

Home Page

Home Page
Header Full
Width Banner

Sidebar Banner
Primary

Sidebar Banner
Secondary



Article Page

Article Header
Full Width
Banner

Sidebar Banner
Primary

Article
Comments Full
Width Banner

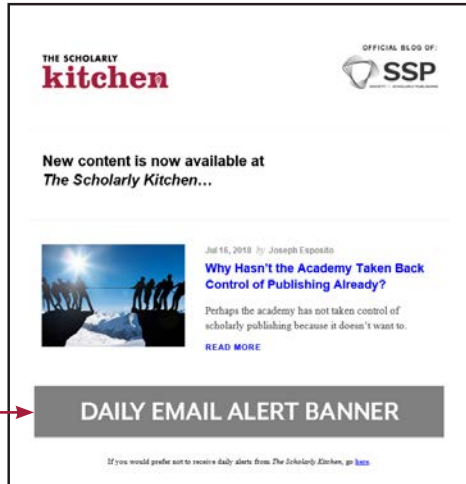
Sidebar Banner
Secondary



ad locations

Daily Email Alert

Daily Email
Alert Banner



Looking to reach a highly-qualified audience? This exclusive ad position reaches our 15,000+ blog subscribers 5 days/week during the length of your campaign. Performance is similar to, if not better than, the *TSK* Article Header position, making this an excellent campaign choice.

Retargeting Ad Campaigns

Extend your reach after users leave the TSK site with these 15-Day or 30-Day Retargeting Ad campaigns. The perfect choice for advertisers looking to achieve a high amount of impressions and click-throughs in a condensed period of time. Advertiser to provide artwork in the following sizes: 160x600, 300x250, 300x600, 728x90, 1200x625, 600x600, and 970x250. GIF, PNG or JPG formats are all accepted. A campaign report will be sent at the conclusion of the ad run.



15-Day Campaign – \$2,800

30-Day Campaign – \$4,200

specifications

Digital Advertising Specifications

Digital advertisements may appear as static, rotating, or animated advertisements. Expanding, audio, and video advertisements are prohibited. Please provide click-through URL. Ad unit must have clearly defined borders such as a dark one-pixel border for white or light-colored creative. All dimensions are listed in pixels. Up to 3 creative designs may be submitted to display in rotation. HTML5 and Third-party tags must be SSL-compliant. Third-party tags must also be SafeFrame compliant.

TSK is the official blog of the Society for Scholarly Publishing (SSP). This highly regarded and influential blog serves all segments involved in the scholarly publishing community and publishes new content daily, Monday-Friday, excluding some holidays.

Ad Name	Desktop Dimensions	Responsive Dimensions	Max File Size	Accepted Formats	Animation Length	Max Loops	Location
Article Header (below banner)	728 x 90 Leaderboard	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Article pages
Daily Email Alert	600 X 150 Leaderboard	300 x 250 728 x 90	200K	GIF, JPG, PNG, HTML5, 3rd party tags	15 seconds	3	Below content
Home Header (below banner)	728 x 90 Leaderboard	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Home page
Article Comments (above comments)	728 x 90 Leaderboard	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Article pages
Sidebar Primary	300 x 250 Medium Rectangle	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Run of site
Sidebar Secondary	160 x 600 Skyscraper	300 x 250	200K	GIF, JPG, PNG, HTML5, 3rd party tags	15 seconds	3	Run of site

Creative Assets Required:

Asset 1: Desktop Image/Artwork | **Asset 2:** Responsive Image/Artwork | **Asset 3:** Link URL

Optional: Up to 3 creative designs, rotation preferences, alt-text, and third-party impressions URL

SSP may, at its sole discretion, suppress an advertisement on a particular article page if it feels display of the advertisement could be perceived as a conflict of interest.

The Advertiser agrees to purchase advertising space in *The Scholarly Kitchen* and agrees to the terms and conditions stated below.

Advertiser Information

Company: _____
 Parent Company: _____
 Company Address: _____
 City/State/Prov/Zip/Country: _____
 Phone: _____
 Email: _____
 Website: _____
 Contact Name: _____
 Contact Title: _____

Agency Information

Agency: _____
 Address: _____
 City/State/Prov/Zip/Country: _____
 Phone: _____
 Email: _____
 Website: _____
 Contact Name: _____
 Contact Title: _____
 Signature: _____

Insertion Schedule

Position	Duration			Start Date
	3 months	6 months	12 months	
Article Header Full Width Banner (3 max rotating)	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$9,000	
Daily Email Alert (1 position/alert)	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$9,000	
Sidebar Banner Primary (3 max rotating)	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$7,200	
Sidebar Banner Secondary (3 max rotating)	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$7,200	
Article Comments Full Width Banner (3 max rotating)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,200	
Home Page Header Full Width Banner (3 max rotating)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,200	

Position	Duration		Start Date
	15-Day Campaign	30-Day Campaign	
NEW! Retargeting Ad Campaign	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$4,200	

Payment Information

Insertion orders will be invoiced at time of receipt. Payment is due within 30 days of the date of the invoice unless otherwise noted.

☐ Check ☐ Visa ☐ Master Card ☐ American Express ☐ Secure Payment Link

Name of Cardholder: _____

Credit Card #: _____ Exp. Date: ____ / ____

CVV Code (number on back of card) _____ Signature: _____

Mail, fax or email completed form and payment to:

Society for Scholarly Publishing

Attn: Christina DeRose

1120 Route 73, Suite 200

Mount Laurel, NJ 08054

EMAIL: partnerships@sspnet.org

FAX: 856.439.0525

By signing the insertion order, the Advertiser agrees to all conditions stated in this insertion order, as well as the SSP Advertising Policy and the Media Guide. The Advertiser agrees to pay the full amount for all advertisements indicated on the previous page.

Signed: _____ Title: _____ Date: _____

Print Name: _____

Terms and Conditions

PAYMENT TERMS

Insertion orders will be invoiced at time of receipt. Payment is due within 15 days of the date of the invoice unless otherwise noted.

APPROVAL

All advertising must be reviewed and approved by SSP staff. Such review will include the website landing page to which the advertisement links.

CANCELLATION

Digital bookings may be cancelled at any time prior to 30 days to the campaign go live date without penalty. The cancellation request must be made in writing. A fee will be assessed for any booking cancelled within 30 days of the campaign start. Cancellations made once the campaign has started are not refundable for any unused portion of the campaign. SSP reserves the right to remove creative from any of the SSP websites if the creative is deemed to not meet the requirements outlined in the [TSK Advertising Policy](#) or deemed to be unsuitable.

CREATIVE

Advertiser is responsible for delivering advertising materials at least 5 business days prior to start date. Advertising materials will not be deemed delivered unless in a format specified or otherwise approved by SSP. In the event advertising materials are late, Advertiser is still responsible for the media purchased. Except as mutually agreed upon by the parties, if advertising materials are received late, SSP may run house advertising as a replacement until the creative is received.

INVENTORY

Unless otherwise stated in writing and agreed upon by both SSP and Advertiser, this Insertion Order is for a fixed period of time. Inventory is based on availability at time of impression delivery or publication, as applicable. SSP will make commercially reasonable efforts to notify Advertiser within two (2) business days of receipt of a signed Insertion Order signed if the specified inventory is not available. Inventory will not be reserved until receipt of a signed Insertion Order and confirmation of inventory availability.

AGENCY COMMISSION

No agency commissions are offered for *The Scholarly Kitchen*. Agencies are requested to mark up the standard rates. By signing the Insertion Order, advertising agencies assure that they have the right to contractually bind the company being represented and in the event of default of payment or cancellation, both the advertising agency and the company represented are held liable for the obligations of this Agreement.

CLAIMS

All claims for errors in advertisements must be made in writing and received within ten days of publication. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit. Upon notification, errors will be corrected in the next available comparable placement of the advertisement, as determined by SSP. This shall constitute the sole remedy for any errors.

REPORTING

Advertiser will be provided with third-party generated reports on performance within 10 days of the end of each calendar month. Advertisers on SSP websites receive only aggregated data about responses to advertisements. No personal information is released. Such data may include the number of impressions (views) and the number of click-throughs to an advertiser's site.

REPRESENTATIONS, WARRANTIES AND INDEMNITY

Advertiser represents and warrants that publication by SSP, in any currently existing or future formats or media, of any advertising materials submitted by or on behalf of Advertiser will not (i) violate any right of any third party, including, but not limited to, any copyright, trademark, patent or right of publicity or privacy, (ii) contain any statement that is false, misleading, deceptive, malicious or defamatory, (iii) violate any applicable law, rule or regulation, or (iv) contain any claims that are not supported by sufficient prior substantiation. If any advertising materials are delivered to SSP in electronic form, such materials shall not contain any viruses, worms, malware or other code or devices capable of disabling or interfering with any computer systems or software. Advertiser shall defend, indemnify and hold SSP and its affiliates harmless against any and all claims, liabilities, costs or expenses (including, but not limited to, reasonable attorneys' fees) incurred by SSP or its affiliates in connection with a violation by Advertiser of any representation, warranty or covenant contained herein or arising out of the publication, display or distribution of any advertising hereunder.

LIMITATIONS ON LIABILITY

SSP shall not be liable for any indirect, incidental, consequential, special or exemplary damages arising in connection with this insertion order. In the event of any claim against SSP hereunder, SSP's sole liability, and advertiser's sole remedy, shall be limited to, at SSP's option, payment of monetary damages or placement of advertising with a rate card value equal to the lesser of actual damages or amounts paid by advertiser hereunder. SSP disclaims all warranties of any kind, whether express or implied, including but not limited to the implied warranty of merchantability of fitness for a particular purpose and implied warranties arising from course of dealing or course of performance. Without limitation of the foregoing, SSP specifically disclaims any warranty regarding any benefit advertiser might obtain from displaying the advertising or that the advertising will be error-free. SSP does not accept sequential liability and may hold advertising agency and advertiser jointly and severally liable for all amounts due hereunder. SSP shall not be liable for any delay or default hereunder caused by conditions beyond SSP's reasonable control, including, but not limited to, acts of God, catastrophes, government orders or restrictions, technological failures or malfunctions, wars, insurrections, strikes or slow-downs, fires, floods, terrorist acts, accidents, riots, explosions, labor or material shortages, transportation disruptions.

INTERPRETATION AND APPLICATION OF THE ADVERTISING POLICY

All matters and questions not specifically covered are subject to the final decision of SSP.

information

Digital Ad Guidelines

Digital advertisements must be readily distinguishable from editorial content in format and appearance and the word “Advertisement” will be displayed near the ad. Viewers will not be sent to a commercial site unless they choose to do so by clicking on an advertisement. Advertisements may link off-site to a commercial website, however, they shall not prevent the viewer from returning to the Society for Scholarly Publishing (SSP) publication or other previously viewed screens, and shall not redirect the viewer to a website the viewer did not intend to visit. SSP reserves the right to not link to or to remove links to other websites. The website URL to which the advertisement links must clearly display the organization sponsoring the website and must not require registration of personal information before reaching the website.

Approval

All advertising must be reviewed and approved by SSP staff. Such review will include the website landing page to which the advertisement links.

Cancellation

Digital bookings may be cancelled at any time prior to 30 days to the campaign go live date without penalty. The cancellation request must be made in writing. A fee will be assessed for any booking cancelled within 30 days of the campaign start. Cancellations made once the campaign has started are not refundable for any unused portion of the campaign.

SSP reserves the right to remove creative from any of the SSP websites if the creative is deemed to not meet the requirements outlined in the SSP Advertising Policy or deemed to be unsuitable.

Creative Deadlines

Creative assets must be delivered at least 5 business days prior to start date.

For TSK ad policies, [CLICK HERE](#)

Submission

All creative assets and requests for reports should be submitted to partnerships@sspnet.org.