

# THE HEDGEHOG REVIEW

CRITICAL REFLECTIONS ON CONTEMPORARY CULTURE

## 2007 AD RATE CARD

### RATES

|                             |          |
|-----------------------------|----------|
| Inside back cover (Cover 3) | \$300.00 |
| Full page                   | \$200.00 |

### DEADLINES

| <u>Topic (due out)</u>       | <u>Reserve By</u> | <u>Ad Due By</u> |
|------------------------------|-------------------|------------------|
| <i>Intellectuals</i> (April) | February 1        | February 15      |
| <i>The Past</i> (June)       | March 23          | April 13         |
| <i>Justice</i> (October)     | July 30           | August 14        |

### SPECS

- 4.875”w x 8.125”h
- Black and white only
- All ads must be boxed — no floating copy, please.
- We prefer ads at 300 dpi with fonts and images embedded.  
*For non-embedded ads, fonts and images must be sent with the original file.*

### SHIPMENT

- We accept the following file types:  
*TIF, JPG, PDF, InDesign or Illustrator (CS or lower), or Photoshop.*  
*NOTE: If exporting to PDF format through a graphics program, be sure to export at Press Quality at the Acrobat 4 (PDF 1.3) level, in order to set the Transparency Flattener to High Resolution. Our press cannot print unflattened PDFs.*
- Ads can be mailed or emailed:  
*via email*      thr-edit@virginia.edu  
*via mail*        *The Hedgehog Review*  
P.O. Box 400816, University of Virginia  
Charlottesville, VA 22904-4816

#### The Fine Print

*Publisher reserves the right to decline any advertisement that does not meet its approval.*

*Advertiser and its agency indemnifies publisher from any suits or claims  
based on the content of its advertising.*

*Publisher is not liable for delay in delivery due to any condition beyond the control of the publisher.*