

Advertising Prices 2024 Journal of the American Planning Association

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JAPA



Editor-In-Chief:

Ann Forsyth - Harvard University,
USA

What is the Journal about?

Since 1935, the quarterly Journal of the American Planning Association (JAPA) has published research, commentaries, and book reviews useful to practicing planners, policymakers, scholars, students, and citizens of urban, suburban, and rural areas. JAPA publishes double-blind peer reviewed, original research and analysis. It aspires to bring insight to planning the future, to air a variety of perspectives, to publish the highest quality work, and to engage readers.

How many issues?

4 issues per year.

What are the topics?

JAPA is interested in manuscripts that examine historical or contemporary planning experience, broadly defined, in domestic or global contexts, and that do at least one of the following:

- contribute to the theoretical and conceptual foundation of planning;
- improve the link between planning and successful policy implementation;
- advance the methods used in planning practice and planning research;
- explain empirical relationships important to planning;
- interpret noteworthy physical, economic, and social phenomena that have spatial dimensions; or
- analyze significant consequences of planning approaches, processes, and contexts.

Print Circulation: 1,155

Monthly Impressions: 72,030

eTOC Subscribers: 378

Online Pricing



Sizes

- 1 Leaderboard (728x90)
- 2 MPU (300x250)
- 3 Skyscraper (160x600)

Cost: \$80 CPM



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Patrick Dunn

856-745-3788

patrick.dunn@taylorandfrancis.com



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JAPPA



Print Ad Rates

	Full Color			Black and White		
	1X	2X	3X	1X	2X	3X
Double Page Spread	\$5,662	\$5,103	\$4,589	\$4,823	\$4,329	\$3,913
Outside Back Cover	\$3,796	\$3,400	\$3,049	\$3,211	\$2,886	\$2,607
Inside Front Cover	\$3,608	\$3,263	\$2,932	\$3,075	\$2,769	\$2,490
Inside Back Cover	\$3,471	\$3,120	\$2,795	\$2,932	\$2,652	\$2,399
Full Page	\$3,146	\$2,841	\$2,542	\$2,678	\$2,399	\$2,165
Half Page	\$2,165	\$1,957	\$1,749	\$1,840	\$1,651	\$1,489

Size Specifications

1/2 page

Trim size:
8 1/4 x 5 1/2 in



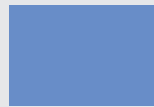
Full page

Trim size:
8 1/4 x 11 in
(bleed +.50 in)



Spread – inlay

Trim size:
16 1/2 x 11 in
(bleed +.50 in)



Print Ad Deadlines

Volume, Issue, Month	Material Deadline	Cover/Print Month
90(1) January 2024	December 13, 2023	January 12, 2024
90(2) April 2024	March 1, 2024	April 1, 2024
90(3) July 2024	June 3, 2024	July 3, 2024
90(4) October 2024	September 3, 2024	October 3, 2024

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