

JSTOR Ad Space

From: Katherine Harto [mailto:Katherine.Harto@ithaka.org]
Sent: Thursday, July 05, 2012 2:55 PM
To: Teresa Brinati
Subject: RE: JSTOR - American Archivist

Hi, Teresa

I also thought I would mention that if you were interested, you could take advantage of a pilot project we're working on that would give you the opportunity to run an online ad across your journal or publisher information page on JSTOR. If you wanted to promote your 75th anniversary, you could use your ad space to do it.

Attached are the details, including ad specifications, for the project. There is no cost for publishers to participate. We do, however, ask that publishers provide feedback—and, if possible, any statistics (i.e., subscriptions or traffic)—that displaying ads on JSTOR has on their subscriptions, enquiries, reader feedback, etc...

The pilot is currently scheduled to run through December 31, 2012. JSTOR will then investigate the launch of online ads as a full publisher program and service.

If you think you might be interested in displaying an ad, or had any questions about it, just let me know and I'm happy to help set it up.

Kate

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PILOT PROJECT

Archive Collection Publishers: Online Advertising Management

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1. Introduction

This pilot project invites a select group of publishers in the JSTOR archive collections to run online advertising on their journal pages. JSTOR asks publishers to restrict the use of these ads to promote (1) subscriptions to their own journal(s); (2) news or announcements (such as events, calls for papers, etc...); or (3) society memberships. Ad space is not available for sale to third parties at this stage.

There is no cost for publishers to run online ads through this pilot project. We do, however, ask that publishers share any impact—and if possible, any statistics (i.e., change in subscriptions or traffic)—that displaying ads on JSTOR has on their subscriptions, enquiries, reader feedback, etc...

JSTOR handles the hosting of online ads on the JSTOR platform, and publishers provide the creative. JSTOR reserves the right to reject or remove any advertising that is deemed contrary to the best interests of users of the JSTOR platform. Further, under no circumstances should advertising suggest, directly or indirectly, that the product or service being advertised is endorsed by JSTOR or other services of ITHAKA, and advertising should not be aimed at influencing legislation or be directed for or against political candidates; notwithstanding the foregoing, advertisements promoting the journal or society publishing the journal generally shall be presumed to be acceptable.

The pilot will run through December 31, 2012. JSTOR will then investigate the launch of online ads as a full publisher program and service. See the Ad Management Process section for details on timeline.

2. Targeting

JSTOR currently supports a single ad per title or a single publisher-specific ad that is visible on every page of a publisher's information pages.

Ads may be targeted to a publisher's own journal pages and/or their publisher information page.

- Journal ads will display at the title level on the journal information pages, which include the following pages: All Issues, Table of Contents, all journal pages, and all Article pages.
- Publisher ad will display on all pages of the publisher and journal information pages.

3. Ad Management

JSTOR will upload, serve, and report on ad units on behalf of publishers.

JSTOR asks publishers to submit their first ad requests as soon as possible. The first batch of ads will start to public on May 1. Thereafter, publishers may submit new ad requests to replace their current ads once a month. Ads must be received at least 3 business days before publishers would like the ad to appear. Ads will display until publishers notify JSTOR to remove or through December 31.

Publishers should submit creative with the following information:

- Campaign name: this will be used to refer to your ad campaign in correspondence and reports
- Ad size: only 300x250 ads are accepted
- Click-through URL: please specify the URL your ad should link to. Please confirm that URLs are functioning prior to ad submission.

4. Specifications for Ad Creative

Size: 300 pixels wide x 250 pixels high

Maximum file size: 100KB

Static (non-animated) ad units are preferred

Acceptable file formats: GIF | JPEG | PNG

Images should be optimized for the web with a resolution of 72dpi.

A linking URL must be supplied with each ad submission. Ads will click through to the provided URL in a new browser window.

JSTOR does not accept rollover or expandable ad units, pop-ups or pop-unders, or ads with audio or video at this time.

5. Reports

JSTOR will supply advertising reports once a month, by the last day of the month following the month on which JSTOR is reporting. The reports will show both the delivery and the effectiveness of the ads.

Reports will include metrics on:

- Number of impressions delivered to date. An impression is counted each time the ad appears before a user.
- Number of unique impressions delivered to date. A unique impression is counted the first time an ad appears in a user session.
- Number of click-throughs: How many times users clicked on the advertisement.

6. Contact

To submit an ad request or to discuss setting up ads, please contact contentdevelopment@jstor.org.