The Eighteenth Century: Theory and Interpretation

2020 ADVERTISING RATES AND INFORMATION

The Eighteenth Century: Theory and Interpretation is a quarterly publication that fosters theoretical and interpretive research on all aspects of Western culture, 1660–1830. The editors take a special interest in essays that apply innovative contemporary methodologies to the study of eighteenth-century literature, history, science, fine arts, and popular culture.

ISSUANCE
ISSN: 0193-5380
Frequency: Quarterly
Mail Dates: Spring, Summer, Fall, 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.

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
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MECHANICAL SPECIFICATIONS
Journal Trim Size: 6” x 9”
Ad Dimensions: Half Page: 4¼” x 3½”
Full Page: 4¼” x 7¼”  Cover 3: 5” x 7½”

- 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).

Policies and Terms
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.

Published by the University of Pennsylvania Press

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Reservations and inquiries should be sent to:
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3905 Spruce Street
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Email: journals@pobox.upenn.edu
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ARTICLES FROM THE FALL 2017 ISSUE

INTRODUCTORY ESSAY: EMOTION, AFFECT, AND THE EIGHTEENTH CENTURY
ALEKSONDRA HULTQUIST

NOTHING MORE THAN FEELINGS?: AFFECT THEORY READS THE AGE OF SENSIBILITY
STEPHEN AHERN

AFFECT AND THE PROBLEM OF THEATER
JEAN I. MARSDEN

M. WADE MAHON

MAKING THE GREEN ONE RED: ELOCUTION, EMOTION, AND THE IMPACT OF PRINT LITERACY
KATHLEEN KENNEDY

SYMPATHY, VERSE MOVEMENT, AND THE LUCRETIAN SHIPWRECK
MICHAEL EDSON

EMOTIONAL AND SCRIBAL COMMUNITIES IN THE VERSES ON THE DEATH OF DR. SWIFT
ROBERT PHIDDIAN AND JEAN MCBAIN

HEART OF AGITATION: MARY WOLLSTONECRAFT, EMOTION, AND LEGAL SUBJECTIVITY
KATHRYN TEMPL

2020 SUBSCRIPTION RATES
Individuals: $46
Online only $41
Full-Time Students: $20 (with valid ID)
Institutions: $118
Online only $92
Single Issues: $20
International orders please add $19 for shipping.

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