



Herpetological Review

Official Bulletin of the Society for the Study of Amphibians and Reptiles

2026 ADVERTISING RATES

Herpetological Review is the official bulletin of the Society for the Study of Amphibians and Reptiles, the largest international herpetological society. HR reaches a diverse audience of professional and amateur herpetologists, including wildlife managers, conservation biologists, and educators. Circulation extends to over 60 countries. HR is the pre-eminent publication outlet for new techniques involving lab and field research. HR is issued quarterly, in March, June, September, and December annually.

Rates for Display Ads in Full Color (in US dollars)

1/4 page (3.4 in./8.6 cm x 4.5 in./11.5 cm) \$195

1/2 page (7.0 in./17.8 cm x 4.5 in./11.5 cm). \$375

Full page (7.0 in./17.8 cm x 9.25 in./23.5 cm) \$675

20% discount for four consecutive ads paid in advance!

Specifications

Electronic files (PDF format preferred, at 300 dpi) may be sent to the Co-Editors (e-mail: editor.herpreview@gmail.com).

- Deadlines:** For March Issue January 15
 For June Issue April 15
 For September Issue July 15
 For December Issue October 15

Payment: Payment or purchase order must accompany the copy. Checks should be made payable to:

SOCIETY FOR THE STUDY OF AMPHIBIANS AND REPTILES

Correspondence:

Payment or billing inquiries:

Christy Classi, CAE
Society for the Study of Amphibians and Reptiles
Post Office Box 4022
Topeka, KS 66604, USA
Telephone (785)550-6904
e-mail: cclassi@ssarherps.org



The editorial staff reserves the right to decline advertising that does not conform to the policies of SSAR.