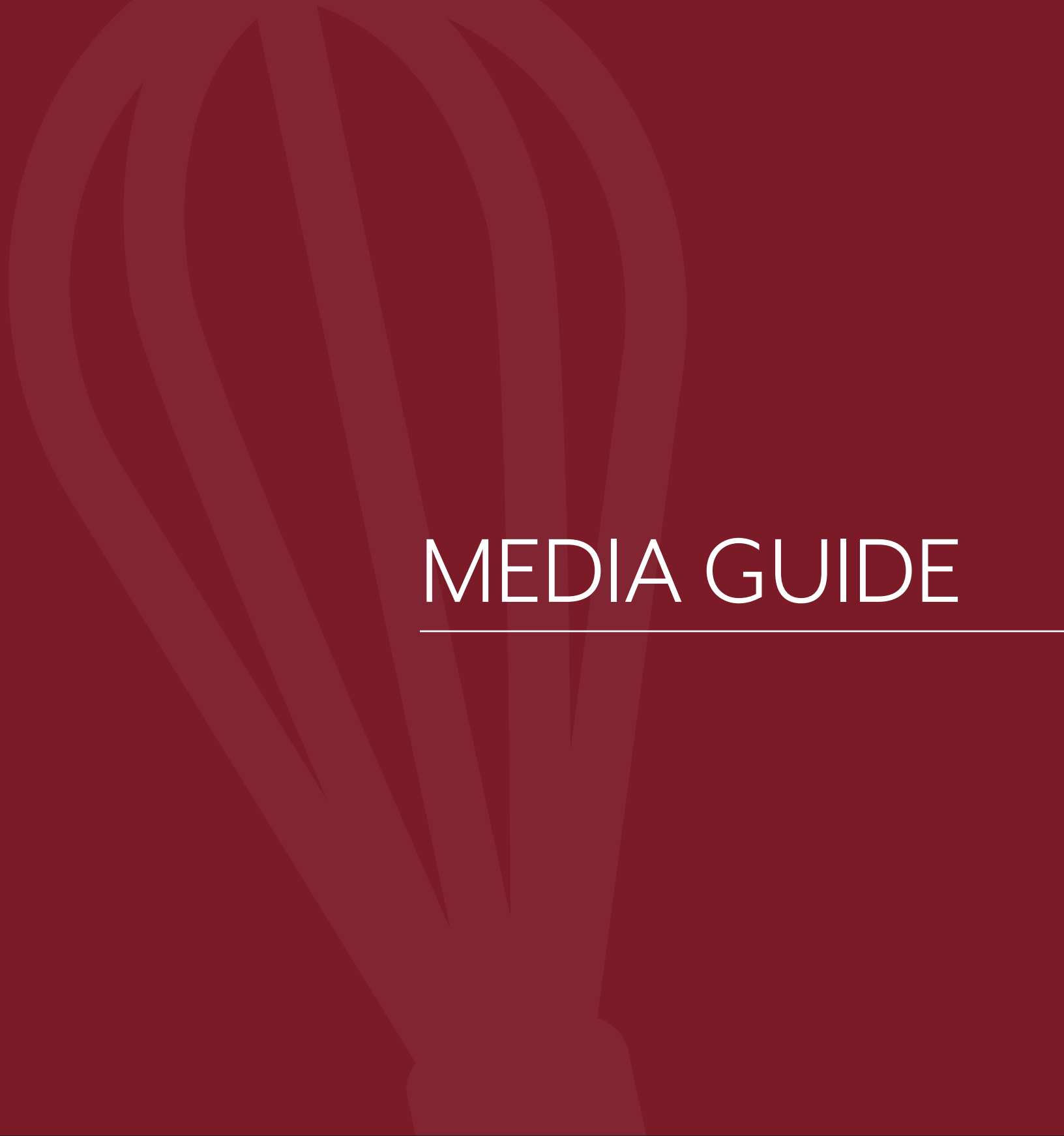




MEDIA GUIDE

2026

www.scholarlykitchen.sspnet.org

THE SCHOLARLY
kitchen 

The Scholarly Kitchen

The Society for Scholarly Publishing (SSP) advances scholarly communication and supports the professional growth of its members through education, collaboration, and networking. *The Scholarly Kitchen* (TSK) – SSP’s independent and moderated blog – helps fulfill this mission by providing a forum for informed perspectives, critical commentary, and forward-looking ideas from across scholarly publishing. *TSK*’s contributors represent a wide range of expertise, and all opinions expressed are those of the individual authors, not necessarily those of their employers or SSP.

Founded in 2008, *The Scholarly Kitchen* continues to serve as a vital resource by:

- Keeping SSP members and interested parties aware of new developments in scholarly communications
- Highlighting and discussing research reports and projects of interest to those working in scholarly communications
- Interpreting the significance of strategic forces and relevant research in a balanced (or occasionally provocative) way
- Suggesting areas that need more input by identifying gaps in knowledge
- Translating findings from related endeavors for a scholarly communications audience (e.g., relevant developments in other industries; trends in online business, innovation, or user behavior, etc.)
- Supporting diverse, equitable, inclusive, and accessible dialogues and thought leadership in scholarly publishing globally

TSK Chefs

Please visit [the Chefs page](#) to learn about their backgrounds and areas of expertise.

Guest Authors

The Scholarly Kitchen welcomes non-commercial guests’ posts covering topics relevant to scholarly communications. These include (but are not limited to) scholarly publishing, copyright, open access, editorial practices, librarianship, bookselling, research funding, research policy, etc. There are no requirements for educational background, employment status, or SSP membership status. Posts cannot be used to promote specific products and services. If you have an idea for a guest post on *The Scholarly Kitchen*, review our [Open Invitation to Guest Authors](#) for an overview of how the process works and tips for writing a successful post.

996K+
Active Users

4,475+
LinkedIn
Followers

18,200+
Subscribers

144K+
Page Views
per Month

220+
Countries
Annually

THE SCHOLARLY kitchen

The Scholarly Kitchen (TSK) remains one of the most visible and trusted voices in scholarly communication – offering sharp, timely insights on emerging, disruptive, and often provocative issues shaping the research landscape.

Powered by a diverse group of influential contributors and enriched by a thoughtful, active comments community, *TSK* reflects the complexity, challenges, and opportunities facing scholarly publishing today – from the rise of AI and evolving research ethics to open science and global access models.

Who reads *TSK*?

Publishers, editors, librarians, researchers, and service providers from across the research ecosystem – in more than 180 countries and territories – engage with *TSK* daily.

In 2025 alone, *TSK* reached over 996,000 active users and generated 1.7 million page views, reinforcing its role as a go-to resource for trusted analysis and informed discussion.

The *TSK* Daily Alert extends that reach even further, delivering new content directly to inboxes with impressive engagement metrics:

- 18,200+ subscribers
- 99.9% delivery rate
- 50% open rate
- 51% click rate
- 23% forward rate

For advertisers, *The Scholarly Kitchen* offers unmatched access to a global, highly engaged audience of professionals who are shaping the future of research and scholarly communication.

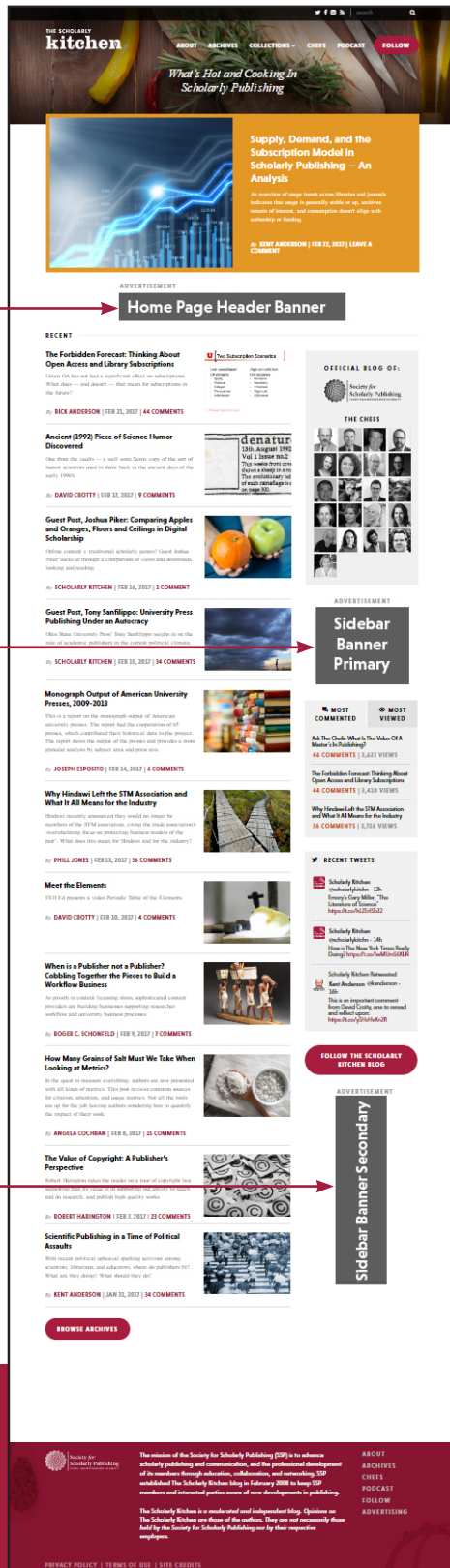
ad locations

Home Page

Home Page
Header Full
Width Banner

Sidebar Banner
Primary

Sidebar Banner
Secondary



Article Page

Article Header
Full Width
Banner

Sidebar Banner
Primary

Article
Comments Full
Width Banner

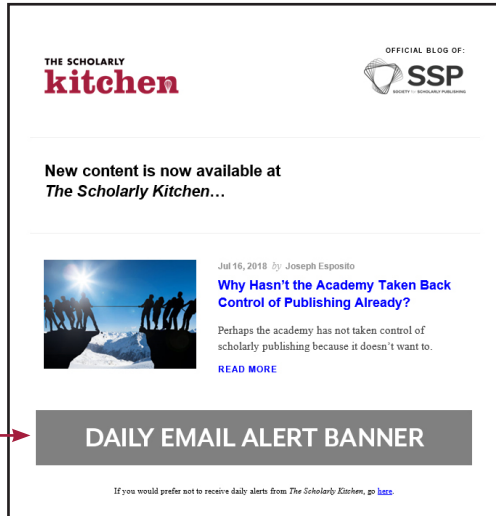
Sidebar Banner
Secondary



ad locations

Daily Email Alert

Daily Email
Alert Banner



Want to reach a highly targeted, highly engaged audience? This exclusive ad placement delivers your message directly to 18,200+ subscribers of *The Scholarly Kitchen* Daily Email Alert – five days a week.

With a 99.9% delivery rate, 50% open rate, 51% click rate (ads + content), and a 23% forward rate, this is a powerful opportunity to boost brand visibility and drive awareness within the global scholarly communications community. Ideal for top-of-funnel campaigns or timely promotions, the *TSK* Daily Alert ad space puts your message in front of the decision-makers, influencers, and thought leaders shaping the future of research.

Retargeting Ad Campaigns

Extend your messaging impact after users leave the *TSK* site with Retargeting Ad Campaigns. Retargeted ads achieve a significantly higher number of impressions (up to 10x the number via *TSK* pages) in a condensed period of time, so they are very effective for visibility and driving traffic to you!



30-Day Campaign | \$4,500

Advertiser to provide artwork in as many of the following sizes as possible: 300x250, 300x600, 160x600, 600x600, 600x315, 600x500, 728x90, and 970x250. PNG or JPG formats are accepted with a maximum file size of 200kb. A performance report will be sent after 10 days to identify and revise any underperforming assets, and again at the conclusion of the campaign.

2026 Advertising Rates

	3 months	6 months	12 months
Article Header Full Width Banner <i>Banner placement above all Articles' titles</i>	\$3,000	\$5,500	\$10,000
Article Comments Full Width Banner <i>Banner placement above all Articles' Comments section</i>	\$1,100	\$2,000	\$3,500
Home Page Header Full Width Banner <i>Banner placement at the top of the Home Page</i>	\$1,100	\$1,900	\$3,300
Sidebar Banner Primary <i>Square graphic placement on the Home Page and all Article pages</i>	\$2,500	\$4,400	\$8,000
Sidebar Banner Secondary <i>Vertical banner placement on the Home Page and all Article pages, below the Sidebar Primary</i>	\$2,400	\$4,200	\$7,500
Daily Email Alert <i>Banner placement on email alert, Monday – Friday; excluding some holidays. Exclusive opportunity!</i>	\$3,200	\$5,500	\$10,500

Contact Us

For more information, contact:

Christen Pruitt
Business Development Manager
partnerships@sspnet.org

specifications

Digital Advertising Specifications

Digital advertisements may appear static, rotating, or animated. Please provide a click-through URL. Ad unit must have clearly defined borders such as a dark one-pixel border for white or light-colored creative. All dimensions are listed in pixels. Up to three creative designs may be submitted to display in rotation. HTML5 and third-party tags must be SSL-compliant. Third-party tags must also be SafeFrame compliant. Expanding, audio, and video advertisements are prohibited.

Ad Name	Desktop Dimensions	Responsive Dimensions	Max File Size	Accepted Formats	Animation Length	Max Loops	Location
Article Header (below banner)	728 x 90 Leaderboard	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Article pages
Daily Email Alert	728 x 90 Leaderboard	300 x 250 728 x 90	200K	GIF, JPG, PNG, HTML5, 3rd party tags	15 seconds	3	Below content
Home Header (below banner)	728 x 90 Leaderboard	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Home page
Article Comments (above comments)	728 x 90 Leaderboard	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Article pages
Sidebar Primary	300 x 250 Medium Rectangle	300 x 250	200K	GIF, JPG, PNG, HTML5 3rd party tags	15 seconds	3	Run of site
Sidebar Secondary	160 x 600 Skyscraper	300 x 250	200K	GIF, JPG, PNG, HTML5, 3rd party tags	15 seconds	3	Run of site

Creative Assets Required:

Asset 1: Desktop Image/Artwork | **Asset 2:** Responsive Image/Artwork | **Asset 3:** Link URL

Optional: Up to 3 creative designs, rotation preferences, alt-text, and third-party impressions URL

SSP may, at its sole discretion, suppress an advertisement on a particular article page if it feels display of the advertisement could be perceived as a conflict of interest.

The Advertiser agrees to purchase advertising space in *The Scholarly Kitchen* and agrees to the terms and conditions stated below.

Advertiser Information

Company: _____
 Parent Company: _____
 Company Address: _____
 City/State/Prov/Zip/Country: _____
 Phone: _____
 Email: _____
 Website: _____
 Contact Name: _____
 Contact Title: _____

Agency Information

Agency: _____
 Address: _____
 City/State/Prov/Zip/Country: _____
 Phone: _____
 Email: _____
 Website: _____
 Contact Name: _____
 Contact Title: _____
 Signature: _____

Insertion Schedule

Position	Duration			Start Date
	3 months	6 months	12 months	
Daily Email Alert (1 position/alert)	☐ \$3,200	☐ \$5,500	☐ \$10,500	
Article Header Full Width Banner (3 max rotating)	☐ \$3,000	☐ \$5,500	☐ \$10,000	
Sidebar Banner Primary (3 max rotating)	☐ \$2,500	☐ \$4,400	☐ \$8,000	
Sidebar Banner Secondary (3 max rotating)	☐ \$2,400	☐ \$4,200	☐ \$7,500	
Article Comments Full Width Banner (3 max rotating)	☐ \$1,100	☐ \$2,000	☐ \$3,500	
Home Page Header Full Width Banner (3 max rotating)	☐ \$1,100	☐ \$1,900	☐ \$3,300	

Position	Duration	Start Date
	30-Day Campaign	
Retargeting Ad Campaign	☐ \$4,500	

Payment Information

Send this completed and signed form to partnerships@sspnet.org. Insertion orders will be invoiced at time of receipt. Invoices and receipts will be sent from info@sspnet.org. Payment is due within 30 days of the date of the invoice unless otherwise noted. The invoice email you receive will contain a link to pay your invoice online through your SSP administrator account. Payment can be made via credit card, ACH (bank details available upon request) or wire transfer. If paying by wire transfer, you are responsible for any banking fees associated with the transfer – please include the cost of the bank's wire transfer service fee with your payment in order to pay your invoice in full.

Checks can be mailed to: Society for Scholarly Publishing 1120 Route 73, Suite 200 Mount Laurel, NJ 08054

If you need help accessing your SSP administrator account or completing the payment, please contact info@sspnet.org.

By signing the insertion order, the Advertiser agrees to all conditions stated in this insertion order, as well as the TSK Advertising Policy. The Advertiser agrees to pay the full amount for all advertisements indicated on this page.

Signature: _____ Date: _____

Print Name: _____ Title: _____

information

Digital Ad Guidelines

Digital advertisements must be readily distinguishable from editorial content in format and appearance and the word “Advertisement” will be displayed near the ad. Viewers will not be sent to a commercial site unless they choose to do so by clicking on an advertisement. Advertisements may link off-site to a commercial website, however, they shall not prevent the viewer from returning to the Society for Scholarly Publishing (SSP) publication or other previously viewed screens, and shall not redirect the viewer to a website the viewer did not intend to visit. SSP reserves the right to not link to or to remove links to other websites. The website URL to which the advertisement links must clearly display the organization sponsoring the website and must not require registration of personal information before reaching the website.

Approval

All advertising must be reviewed and approved by SSP staff. Such review will include the website landing page to which the advertisement links.

Cancellation

Digital bookings may be cancelled at any time prior to 30 days to the campaign go live date without penalty. The cancellation request must be made in writing. A 50% fee will be assessed for any booking cancelled within 30 days of the campaign start. Cancellations made once the campaign has started are not refundable for any unused portion of the campaign.

SSP reserves the right to remove creative from any of the SSP websites if the creative is deemed to not meet the requirements outlined in the SSP Advertising Policy or deemed to be unsuitable.

Creative Deadlines

Creative assets must be delivered at least 5 business days prior to start date.

For TSK ad policies, [CLICK HERE](#)

Submission

All creative assets and requests for reports should be submitted to partnerships@sspnet.org.

Terms and Conditions

PAYMENT TERMS

Insertion orders will be invoiced at time of receipt. Payment is due within 30 days of the date of the invoice or before the start of the campaign if less than 30 days, unless otherwise noted.

APPROVAL

All advertising must be reviewed and approved by SSP staff. Such review will include the website landing page to which the advertisement links.

CANCELLATION

Digital bookings may be cancelled up to 30 days before the campaign go-live date without penalty. The cancellation request must be made in writing. A 50% fee will be assessed for any booking cancelled within 30 days of the campaign start. Cancellations made once the campaign has started are not refundable for any unused portion of the campaign. SSP reserves the right to remove creative from any of the SSP websites if the creative is deemed to not meet the requirements outlined in the [TSK Advertising Policy](#) or deemed to be unsuitable.

CREATIVE

Advertiser is responsible for delivering advertising materials at least 5 business days prior to start date. Advertising materials will not be deemed delivered unless in a format specified or otherwise approved by SSP. In the event advertising materials are late, Advertiser is still responsible for the media purchased. Except as mutually agreed upon by the parties, if advertising materials are received late, SSP may run house advertising as a replacement until the creative is received.

INVENTORY

Unless otherwise stated in writing and agreed upon by both SSP and Advertiser, this Insertion Order is for a fixed period of time. Inventory is based on availability at time of impression delivery or publication, as applicable. SSP will make commercially reasonable efforts to notify Advertiser within two (2) business days of receipt of a signed Insertion Order signed if the specified inventory is not available. Inventory will not be reserved until receipt of a signed Insertion Order and confirmation of inventory availability.

AGENCY COMMISSION

No agency commissions are offered for *The Scholarly Kitchen*. Agencies are requested to mark up the standard rates. By signing the Insertion Order, advertising agencies assure that they have the right to contractually bind the company being represented and in the event of default of payment or cancellation, both the advertising agency and the company represented are held liable for the obligations of this Agreement.

CLAIMS

All claims for errors in advertisements must be made in writing and received within ten days of publication. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit. Upon notification, errors will be corrected in the next available comparable placement of the advertisement, as determined by SSP. This shall constitute the sole remedy for any errors.

REPORTING

Advertiser will be provided with third-party generated reports on performance within 10 days of the end of the campaign, unless otherwise agreed. Advertisers on SSP websites receive only aggregated data about responses to advertisements. No personal information is released. Such data may include the number of impressions (views) and the number of click-throughs to an advertiser's site.

REPRESENTATIONS, WARRANTIES AND INDEMNITY

Advertiser represents and warrants that publication by SSP, in any currently existing or future formats or media, of any advertising materials submitted by or on behalf of Advertiser will not (i) violate any right of any third party, including, but not limited to, any copyright, trademark, patent or right of publicity or privacy, (ii) contain any statement that is false, misleading, deceptive, malicious or defamatory, (iii) violate any applicable law, rule or regulation, or (iv) contain any claims that are not supported by sufficient prior substantiation. If any advertising materials are delivered to SSP in electronic form, such materials shall not contain any viruses, worms, malware or other code or devices capable of disabling or interfering with any computer systems or software. Advertiser shall defend, indemnify and hold SSP and its affiliates harmless against any and all claims, liabilities, costs or expenses (including, but not limited to, reasonable attorneys' fees) incurred by SSP or its affiliates in connection with a violation by Advertiser of any representation, warranty or covenant contained herein or arising out of the publication, display or distribution of any advertising hereunder.

LIMITATIONS ON LIABILITY

SSP shall not be liable for any indirect, incidental, consequential, special or exemplary damages arising in connection with this insertion order. In the event of any claim against SSP hereunder, SSP's sole liability, and advertiser's sole remedy, shall be limited to, at SSP's option, payment of monetary damages or placement of advertising with a rate card value equal to the lesser of actual damages or amounts paid by advertiser hereunder. SSP disclaims all warranties of any kind, whether express or implied, including but not limited to the implied warranty of merchantability of fitness for a particular purpose and implied warranties arising from course of dealing or course of performance. Without limitation of the foregoing, SSP specifically disclaims any warranty regarding any benefit advertiser might obtain from displaying the advertising or that the advertising will be error-free. SSP does not accept sequential liability and may hold advertising agency and advertiser jointly and severally liable for all amounts due hereunder. SSP shall not be liable for any delay or default hereunder caused by conditions beyond SSP's reasonable control, including, but not limited to, acts of God, catastrophes, government orders or restrictions, technological failures or malfunctions, wars, insurrections, strikes or slow-downs, fires, floods, terrorist acts, accidents, riots, explosions, labor or material shortages, transportation disruptions.

INTERPRETATION AND APPLICATION OF THE ADVERTISING POLICY

All matters and questions not specifically covered are subject to the final decision of SSP.