

Background The *MIS Quarterly* was the first journal solely devoted to the area of management information systems (MIS). Since its inception in 1977, the *MIS Quarterly* has built a subscription base of individuals, organizations, and libraries, meeting the information needs of academics and managers in over 50 countries.

The *MIS Quarterly* has approximately 3000 subscribers worldwide. About 700 of these are overseas or in Canada. Both academics and practitioners in the field (e.g., professors, graduate students, CIOs, vice presidents, managers, directors, systems analysts) subscribe to the *MIS Quarterly*. The *MIS Quarterly* is sponsored by the Management Information Systems Research Center at the University of Minnesota and the Association for Information Systems. The quarterly issues appear in March, June, September, and December.

Advertising The *MIS Quarterly* accepts advertisements for faculty positions at four-year colleges, senior-level practitioner positions, and announcements and calls for papers for conferences (usually in the field of MIS) that are deemed to be of interest to our readers (this judgment is made by the publisher). Advertisements are also accessible online from the Table of Contents page for the issue in which they appear for one year.

The *MIS Quarterly* accepts electronic camera-ready copy or will ad typeset at no extra charge. Logos must be provided camera-ready or in a graphic format (e.g., Power Point, TIF, or GIF). Copy and any graphics can be sent via an e-mail attachment. The absolute deadline due dates for advertising copy is on January 20 for the March issue; April 20 for the June issue; July 20 for the September issue; and October 20 for the December issue.

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We will include the advertisement on our web page for no additional charge. For position postings, we remove the ad after the closing date for applications, or a date may be specified. All other advertisements run for the quarter in which the ad appears in the issue.

Online-only ads are available. For position postings, the rate is \$100.00. All other ads are \$250 per quarter.

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