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Nota di contenuto	Introduction -- Broadsheets: Single-Sheet Publishing in the First Age of Print. Typology and Typography / Andrew Pettegree -- Early Modern Broadsheets between Archives and Libraries: Toward a Possible Integration / Flavia Bruni -- Surveys -- A Survey of Printed Spanish Broadsheets, 1472–1700 / Alexander S. Wilkinson , Alejandra Ulla Lorenzo and Alba de la Cruz -- Fifty Thousand Veronicas. Print Runs of Broadsheets in the Fifteenth and Early Sixteenth Centuries / Falk Eisermann -- Reconstructing Broadsheet Production in Reformation Wittenberg / Drew Thomas -- Official Print -- In the Name of God: Governance, Public Order and Theocracy in the Broadsheets of the Stamperia Camerale of Rome / Flavia Bruni -- Bread and Fairs: Broadsheet Printing for the Municipality of Lyon, 1497–1570 / Jamie Cumby -- Collections of Italian Broadsheets in French Libraries / Shanti Graheli -- Commerce and Good Governance: The Broadsheet

Ordinances in the Van der Meulen Archive / Nina Lamal -- "Everyone has hereby been warned." The Structure and Typography of Broadsheet Ordinances and the Communication of Governance in the Early Seventeenth-Century Dutch Republic / Arthur der Weduwen -- Politics -- Broadsheets Testing Moderation in the Nascent Dutch Revolt / Johan Verberckmoes and Violet Soen -- The King is Dead. German Broadsheets Printed on the Death of Gustavus Adolphus and Charles I / Jan Hillgaertner -- Johann Georg Schleder (1597–1685), Journalist, Chronicler, and Broadsheet Author / John Roger Paas -- Broadsheets in the Academic World -- Function in Form: Single-Sheet Items and the Utility of Cheap Print in the Early Modern German University / Richard Kirwan -- Cheap Print and the Academic Market: The Printing of Dissertations in Sixteenth-Century Louvain / Malcolm Walsby -- Advertising Medical Studies in Sixteenth-Century Basel: Function and Use of Academic Disputations / Saskia Limbach -- Broadsheets in the Marketplace -- German Music Broadsheets, 1500 to 1550: Production, Persuasion and Performance / Amelie Roper -- The Lamentable Tale of Lost Ballads in England, 1557–1640 / Alexandra Hill -- Witchcraft Illustrated: The Crime of Witchcraft in Early Modern German News Broadsheets / Abaigéal Warfield -- Selling Books by Broadsheet: The Sales Catalogue of Marie du Flo, veuve de Charles Savreux, marchand-libraire / Graeme Kemp -- Colour Plates.

Sommario/riassunto

This volume offers an expansive survey of the role of single-sheet publishing in the European print industry during the first two centuries after the invention of printing. Drawing on new materials made available during the compilation of the Universal Short Title Catalogue, the twenty contributors explore the extraordinary range of broadsheet publishing and its contribution to government, pedagogy, religious devotion and entertainment culture. Long disregarded as ephemera or cheap print, broadsheets emerge both as a crucial communication medium and an essential underpinning of the economics of the publishing industry.
