



Smithsonian  
Media

SMITHSONIAN MAGAZINE • AIR & SPACE MAGAZINE • GOSMITHSONIAN • SMITHSONIAN.COM • AIRSPACEMAG.COM • GOSMITHSONIAN.COM

# Smithsonian Magazine's 2009 General Gross Rates & Closing Dates

Rate Base: 2,000,000

## General Gross Rates

Size	Black & White	2-Color	4-Color
Page	\$89,845	\$111,300	\$131,640
Spread	\$179,685	\$222,600	\$263,275
2/3 Page	\$71,880	\$89,050	\$105,320
1/2 Page	\$53,900	\$66,795	\$79,015
1/3 Page	\$35,945	\$44,515	\$52,645
1/6 Page	\$17,970	\$22,265	\$26,330
Cover 2, Page 1			\$296,190
3rd Cover			\$144,800
4th Cover			\$164,550
Bleed Premium:			10%

## 2009 Closing Dates

Issue	Special Unit Paper Order	Insertion By	Materials	On Sale By Date
January	10/20	11/12	11/17	12/30
February	11/20	12/12	12/17	2/3
March	12/19	1/12	1/19	3/3
April	1/20	2/12	2/17	3/31
May	2/20	3/12	3/17	4/28
June	3/20	4/13	4/17	6/2
July	4/20	5/12	5/18	6/30
August	5/20	6/12	6/18	7/28
September	6/19	7/13	7/17	9/1
October	7/20	8/12	8/18	9/29
November	8/20	9/14	9/18	11/3
December	9/21	10/12	10/19	12/1

For all other rate information, contact your  
*Smithsonian* representative, or Kerry Bianchi,  
Group Publisher, at (212) 916-1338 today.

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# Smithsonian Magazine's 2009 Advertising Information

Ship ad materials to our D.C. office below.

## Material Specifications

- *Smithsonian* magazine is printed direct-to-plate and requires digital files. Digitally supplied material only. No film will be accepted.
- Acceptable File Formats: PDF/X-1a, PDF, EPS. Line screen is 150. Ink density maximum is 300%.
- Acceptable Media: Macintosh-formatted CD ROMs. No floppy disks. **No files via email.**
- Media Labeling: Issue date, agency name, phone number, return address (for return of materials), list of contents and advertiser name.
- Proofs: Accurate proofs must accompany all ads. For B/W ads, include a laser proof. For color ads, send an electronically composed proof either dot generated or dye sublimated.
- Resolution Requirements: All 4/C images must be supplied as high-resolution, CMYK files. Additional charges will be incurred to make corrections.
- Production Contacts: Kate Balch: 202-633-5695 or Penie Atherton-Hunt: 202-633-5974; Fax: 202-633-6097
- Payment Contacts: For credit card payments, contact Noe Woods: 202-633-4957. We accept Visa, MasterCard, Discover and American Express. For all other payment questions contact Accounts Receivable: 202-633-4957 or (Fax) 202-633-4999.
- Publisher will hold materials for a maximum of 12 months after last use. Unless advertiser or agency requests return, materials will be destroyed.

Please visit our web site for any additional information: [Smithsonian.com/mediakit](http://Smithsonian.com/mediakit)

Ad Size (in inches)	Non-Bleed	Bleed	Trims to	Image Safety (live)
Spread	15 x 10 Live	16 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>	16 x 10 <sup>7</sup> / <sub>8</sub>	15 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
Page	7 x 10	8 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>	8 x 10 <sup>7</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
Digest	4 <sup>5</sup> / <sub>8</sub> x 7	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub>	5 <sup>1</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>	4 <sup>5</sup> / <sub>8</sub> x 7
2/3 Page (vertical)	4 <sup>5</sup> / <sub>8</sub> x 10	5 <sup>3</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub>	4 <sup>5</sup> / <sub>8</sub> x 10 <sup>3</sup> / <sub>8</sub>
1/2 Page Spread	15 x 4 <sup>7</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>4</sub> x 5 <sup>5</sup> / <sub>8</sub>	16 x 5 <sup>3</sup> / <sub>8</sub>	15 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>
1/2 Page (horizontal)	7 x 4 <sup>7</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>4</sub> x 5 <sup>5</sup> / <sub>8</sub>	8 x 5 <sup>3</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>
1/2 Page (vertical)*	3 <sup>1</sup> / <sub>4</sub> x 10	4 x 11 <sup>1</sup> / <sub>8</sub>	3 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub>	3 <sup>1</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>8</sub>
1/3 Page (vertical)	2 <sup>1</sup> / <sub>4</sub> x 10	3 x 11 <sup>1</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub>	2 <sup>1</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>8</sub>
1/3 Page (square)	4 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>	—	—	—
1/6 Page (vertical)	2 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>	—	—	—

\* Special ad sizes. Please confirm availability with your sales rep.

- Image Safety: Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/4" from the edge of the ads.
- Binding: Saddle wire. Page trim size: 8 x 10 7/8". Bleed allowance: 1/8" on each side. Safety for bleed ads: 1/4" inside trim. Gutter safety: 3/32" (When a headline crosses over the gutter in a spread, a 3/32" total gap is necessary to read type correctly.) Page is three columns, each column 2 1/4" wide.
- Due to mechanical variations in the binding process, the magazine advises against crossing the gutter with letters or designs that demand near perfect alignment.

## Fax Insertion Orders/ Send Ad Materials via FedEx or UPS to:

Smithsonian Media Group Production Department  
Attn: Penie Atherton-Hunt  
600 Maryland Avenue S.W., Suite 6001  
Washington, D.C. 20024  
Phone: 202-633-5974; Fax: 202-633-6097

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