

2012 Rates, Dates, and Specs

Rate base: 2.1 million

2012 General Gross Rates

	B&W	2 Color	4 Color
Page	\$104,980	\$130,055	\$153,825
Spread	\$209,965	\$260,115	\$307,640
2/3 Page	\$83,990	\$104,055	\$123,070
1/2 Page	\$62,980	\$78,050	\$92,330
1/3 Page	\$42,000	\$52,020	\$61,515
1/6 Page	\$21,000	\$26,015	\$30,765
BRC	\$52,490	\$52,490	\$52,490
Cover 2, Page 1			\$346,100
3rd Cover			\$169,200
4th Cover			\$192,275
Bleed Premium:			10%

2012 Closing Dates

Issue	Special Paper Order	Insertion Order Due	Material Due Date	Preprinted Material Inserts due*	On Sale Date	Zinio, Kindle, Nook Live
January	Oct 20	Nov 11	Nov 18	Nov 30	Dec 22	Dec 18
February	Nov 20	Dec 9	Dec 16	Dec 27	Jan 24	Jan 19
March	Dec 20	Jan 10	Jan 17	Jan 29	Feb 28	Feb 23
April	Jan 20	Feb 10	Feb 17	Feb 25	Mar 29	Mar 25
May	Feb 20	Mar 12	Mar 19	Mar 30	Apr 24	Apr 19
June	Mar 20	April 12	April 19	May 1	May 26	May 22
July/August	April 20	May 10	May 17	June 2	June 28	June 24
September	June 20	July 10	July 17	Aug 1	Aug 28	Aug 23
October	July 20	Aug 10	Aug 17	Aug 31	Sept 25	Sept 20
November	Aug 20	Sept 10	Sept 17	Sept 30	Oct 30	Oct 25
December	Sept 20	Oct 10	Oct 17	Oct 28	Nov 23	Nov 18

May Special	Feb 20	Mar 22	Mar 26 A	Apr 13	N/A	May 14
September Special	July 10	July 20	July 31	Aug 10	N/A	Sept 10

NOTE: Preprinted inserts should arrive at Quad on the due dates posted – there will be NO EXTENSIONS on these dates.

*Call Production for spoilage amount needed for supplied inserts.

Energize your mind

For more information

Contact your
Smithsonian representative,
or Jennifer Hicks,
Group Publisher, at
(212) 916-1338 today.

Advertising Information

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 or 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:** An accurate proof or a Color/Content Waiver 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.

Energize your mind

Ship ad materials to our D.C. office

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

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

* 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.

For more information

Contact your
Smithsonian representative,
or Jennifer Hicks,
Group Publisher, at
(212) 916-1338 today.