



Smithsonian
Media

Smithsonian Magazine's 2010 General Gross Rates & Closing Dates

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

2010 General Rates	B&W	2 Color	4 Color
Page	\$92,540	\$114,640	\$135,590
Spread	\$185,075	\$229,280	\$271,175
2/3 Page	\$74,035	\$91,720	\$108,480
1/2 Page	\$55,515	\$68,800	\$81,385
1/3 Page	\$37,025	\$45,850	\$54,225
1/6 Page	\$18,510	\$22,935	\$27,120
Cover 2, Page 1			\$305,075
3rd Cover			\$149,145
4th Cover			\$169,485
Bleed Premium:			10%

2010 Closing Dates

Issue	Special Paper Order	Insertion Date	Material Due Date	In Home	Digital Issue Live	On Sale
Jan 2010	Nov 5	Nov 12	Nov 19	Dec 24	Dec 20	Dec 29
Feb 2010	Dec 4	Dec 11	Dec 18	Jan 25	Jan 21	Feb 2
Mar 2010	Jan 5	Jan 11	Jan 19	Feb 22	Feb 18	Mar 2
April 2010	Feb 5	Feb 10	Feb 19	Mar 26	Mar 23	Mar 30
May 2010	Mar 5	Mar 11	Mar 19	Apr 23	Apr 20	Apr 27
June 2010	Apr 5	April 9	April 19	May 21	May 18	June 1
July/Aug 2010	May 5	May 14	May 21	June 27	June 24	June 29
Sept 2010	July 2	July 12	July 19	Aug 23	Aug 19	Aug 31
Oct 2010	Aug 5	Aug 11	Aug 19	Sept 24	Sept 21	Sept 28
Nov 2010	Sep 3	Sept 10	Sept 20	Oct 22	Oct 19	Nov 2
Dec 2010	Oct 5	Oct 11	Oct 19	Nov 22	Nov 18	Nov 30
Book-a-Zine	July 2	July 30	Aug 9	N/A	Sept 15	Sept 14

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 2010 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

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.

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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