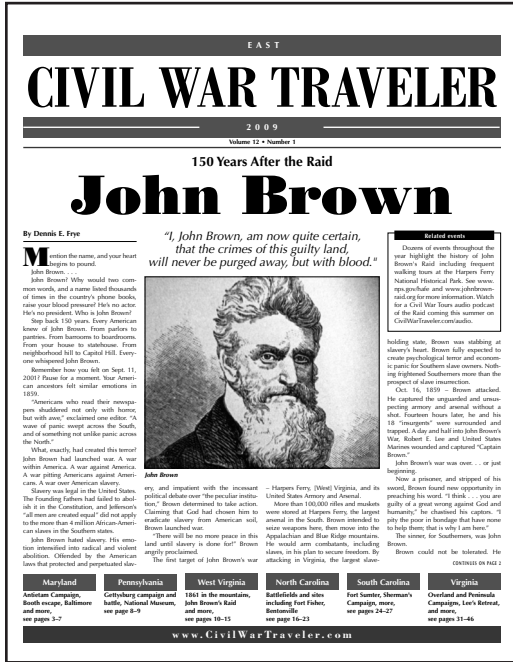


CIVIL WAR TRAVELER 2010

2010

Advertising Rates & Related Information Advertising Rate Card No. 14 • Effective January 2010



Full Page
59 x 75 picas

\$3,100

9-7/8 " x 12-1/2"

1/2 Page
H – 59 x 37 picas

V – 29 x 75 picas

\$2,200

4-3/4" x 12-1/2"

9-7/8 " x 6-1/8"

1/4 Page
H – 59 x 18 picas

V – 29 x 37 picas

\$1,600

4-3/4" x 6-1/8"

9-7/8 " x 3"

1/8 Page
H – 29 x 18 picas

V – 14 x 37 picas

\$900

4-3/4" x 3"

2-1/3" x 6-1/8"

THE ANNUAL EDITION OF THE CIVIL WAR TRAVELER

Number of copies:

50,000

Editions:

One in 2010, published by Memorial Day and circulated during the summer and fall.

Distribution:

National Park Service visitor centers, Civil War sites, selected Maryland Welcome Centers, and local and regional visitor centers in Virginia, Maryland, West Virginia, North Carolina, South Carolina and Pennsylvania. Complete list available.

Advertising Deadlines:

Space reservation — April 30, 2010

Ready-to-print art — May 3, 2010

WEB TILES ON CIVILWARTRAVELER.COM

Size: 120x172 pixels

Premium pages..... \$75 All other pages..... \$40

Rates per month per page. Details: CivilWarTraveler.com/adrates

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Mechanical information

The tabloid publications are printed on newsprint with an 85-line screen; designers should allow for 25–30 percent dotgain. The image area is 9-7/8 inches wide by 12.5 inches deep, including folios. For best results, use measurements in picas: 59 picas wide by 75 picas deep. The format is four columns, each 14 picas wide, with a 1-pica margin between columns. Bleeds beyond the image area are not available.

Advertising policy

Page One History Publications welcomes paid advertisements but reserves the right to reject an advertisement or terminate an advertising contract for any reason. Additional terms of business:

Contracts:

Advertisers agree to pay for the contracted space plus any necessary production charges. The advertiser is further obligated to provide Page One Publications with suitable advertising materials by the deadline. Page One Publications is obligated to publish the advertiser's advertising materials, provided they are suitable for adequate reproduction and within the bounds of good taste and not of a nature to put Page One Publications in jeopardy of legal action of any kind.

Deadlines and production:

Advertisements requiring no production work can be accepted if they are received by the deadline dates listed above. Advertisements that require typesetting, layout or cross-platform translation must be received at least one week earlier than the camera-ready deadline, and there will be additional charges beyond the advertising space rates to cover the cost of preparing the advertisements.

Format preferred:

For specifics, please refer to "**Digital Formats for Print Advertising Materials.**" In general: Adobe Acrobat PDF for high-resolution output [settings available on request] by electronic transfer. Or Adobe Indesign (Macintosh) with all fonts and graphics supplied on CD or by electronic transfer. Can work with most other formats, but additional time may be required.

Terms of payment:

Due within 30 days of invoice. A 2 percent per month FINANCE CHARGE will be added 30 days after the billing date for an annual percentage rate of 24 percent.

Discounts:

15 percent to recognized agencies.

Ink colors:

Spot colors (red and blue) are available on certain pages until sold out and will be quoted on request.

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www.CivilWarTraveler.com