

# Washington

A PUBLICATION OF THE  
HISTORICAL SOCIETY OF WASHINGTON, D.C.

## HISTORY

### ADVERTISING RESERVATION FORM

Company or organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact: \_\_\_\_\_

print name

signature

**Washington History** is published twice each year, in April (Spring edition) and in October (Fall edition). We offer a discount for multiple ads. Interior ads print in grayscale; the back cover is available in full color.

**Date of First Insertion**

\_\_\_ **October** (Fall): Reserve by June 30, copy due August 1.

\_\_\_ **April** (Spring): Reserve by November 31, copy due January 1.

All ads must be delivered as high-resolution (300 dpi) tif or jpg scans, or as production quality pdfs.

Location of Ad	Size	1 Insertion	2 Insertions
Back Cover, full page w/ bleed* (color) Limited Availability – 1 ad per issue	8.625" x 11.25"	___\$800	___\$1,550
Full page interior, w/ bleed* (grayscale)	8.625" x 11.25"	___\$550	___\$1,000
Full page interior, no bleed (grayscale)	7.125" x 9"	___\$500	___\$950
Half-page vertical, no bleed (grayscale)	9" x 4"	___\$350	___\$650
Half-page horizontal, no bleed (grayscale)	7.125" x 4.375"	___\$350	___\$650
Quarter-page, no bleed (grayscale)	3.5" x 4.375"	___\$250	___\$450

\*Note: For full-page bleed, any critical image or text must be set a minimum of 1/2" in from trim edge.

**Design services:** For an additional charge, we can assist in preparing your ad.

**Terms:** Thirty days net upon receipt of invoice. Advertisers will be charged for ads cancelled or received after the copy deadline.

**Questions?** Contact Jane Freundel Levey, Managing Editor: [jflevey@dchistory.org](mailto:jflevey@dchistory.org) or 202-249-3455.

**Please scan and return this form to [jflevey@dchistory.org](mailto:jflevey@dchistory.org).**

**Or mail to** *Washington History*

The Historical Society of Washington, D.C.

801 K Street, N.W.

Washington, D.C. 20001

FULL-PAGE



### ADVERTISING SIZES

Full-page bleed: 52 x 68 picas  
8.625" x 11.25"

*Note: for full-page bleed, any critical elements must set a minimum of 1/2" in from trim edge.*

Full-page: 43 x 54 picas  
7.125" x 9"

Half-page Vertical: 54 x 21 picas  
9" x 4"

Half-page horizontal: 43 x 26.25 picas  
7.125" x 4.375"

Quarter-page: 21 x 26.25 picas  
3.5" x 4.375"

QUARTER-PAGE

HALF-PAGE HORIZONTAL

HALF-PAGE VERTICAL