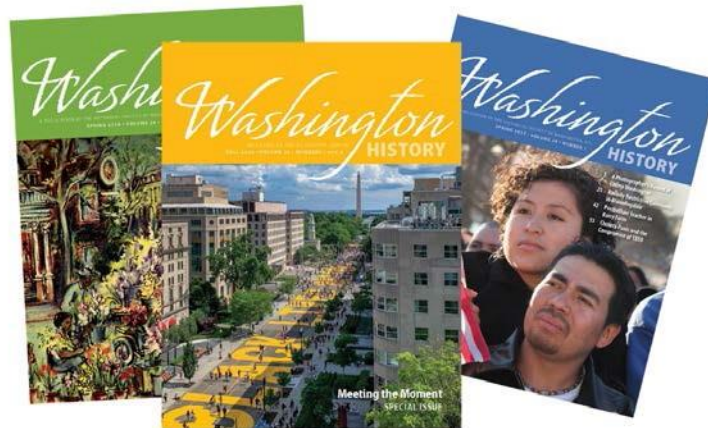




**Advertise in *Washington History* magazine
Reach our highly involved and affluent audience
while you support the essential work of the DC History Center***

Washington History, the only scholarly magazine devoted exclusively to the local history of our nation's capital, is accepting advertising for the spring and fall issues of Volume 36 to be published in 2024. You are cordially invited to reserve your space today.

Written and edited by distinguished historians and journalists, *Washington History* is published by the DC History Center. It is filled with scholarly articles, reviews, and a rich array of images all designed to educate and entertain general audiences who share our fascination with the history and culture of DC.



The magazine's total print audience is approximately 2,500 per issue,** readers who are passionate about their city and its region. Our audience is predominantly in the 40-75 age group, and most hold advanced degrees, have ample disposable income, and live in the Washington, DC Metropolitan Area. They are avid book readers and travelers, interested in history, politics, art, literature, architecture, social justice, and historic preservation. The high-quality production values of the magazine—heavy stock, multiple illustrations, and resonant topics—make it a coffee table favorite, with multiple viewings. *Washington History* is provided to the city's mayor, members of the DC Council, and key DC agency heads.

Included in this packet are the current rates, ad specifications, and a reservation form.

**The deadline to reserve your ad for the spring 2024 issue is January 31.
The deadline for camera-ready copy (high-resolution [300 dpi] tif or jpg scan
or production quality pdf) is February 16.**

*The Historical Society of Washington, D.C., founded in 1894, now does business as the DC History Center.

**Readership estimate based on 800 DC History Center family members, institutional subscribers, and sales via the DC History Center Store, Politics & Prose, Second Story Books, and other outlets.



ADVERTISING RESERVATION FORM

Company or organization _____

Address _____

Contact _____

print name

signature

date

Phone _____ Email _____

Bill to if different from above _____

Washington History is published twice each year, in spring and fall. We offer a discount for multiple ads. Interior ads print in grayscale; inside the back cover, and the back cover, are available in full color.

Dates of Insertion

____ Spring 2024: Reserve by January 31, copy due February 16.

____ Fall 2024: Reserve by June 28, copy due July 26.

All ads must be sent 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"	____ \$950	____ \$1,800
Inside Back Cover, full page w/bleed (color)	8.625" x 11.25"	____ \$850	____ \$1,600
Full page interior, w/ bleed* (grayscale)	8.625" x 11.25"	____ \$750	____ \$1,400
Full page interior, no bleed (grayscale)	7.125" x 9"	____ \$675	____ \$1,150
Half-page vertical, no bleed (grayscale)	9" x 4"	____ \$500	____ \$900
Half-page horizontal, no bleed (grayscale)	7.125" x 4.375"	____ \$500	____ \$900
Quarter-page, no bleed (grayscale)	3.5" x 4.375"	____ \$400	____ \$700

*Note: For full-page bleed, any critical image/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. *Invoices are issued upon receipt of reservation.*

Questions? For sales questions, contact **Kasey Sease, ksease@dchistory.org**

Please complete and return this form to ksease@dchistory.org

Or print and mail to *Washington History*, DC History Center, 801 K Street NW, Washington, DC 20001

FULL-PAGE

Washington

MAGAZINE OF THE DC HISTORY CENTER **HISTORY**

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 24 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