

2012 Rates, Dates, and Specs

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2012 General Gross Rates

	B&W	2 Color	4 Color
Page	\$16,855	\$20,950	\$25,155
Spread	\$33,690	\$41,905	\$50,305
2/3 Page	\$12,590	\$15,720	\$18,860
1/2 Page	\$10,165	\$12,690	\$15,235
1/3 Page	\$6,955	\$8,545	\$10,450
1/6 Page	\$4,320	\$5,580	\$6,820
Cover 2, Page 1		\$53,900	
3rd Cover		\$27,675	
4th Cover		\$31,440	
Bleed Premium:		10%	

2012 Closing Dates

Issue	Special Paper Order	Insertion Order Due	Material Due Date*	Preprinted Inserts due**	On Sale Date
Dec 11/Jan 12	Sept 20	Oct 12	Oct 18	Oct 26	Nov 17
Feb/Mar 12	Nov 20	Dec 12	Dec 16	Dec 28	Jan 26
Apr/May 12	Jan 20	Feb 10	Feb 15	Feb 29	Mar 22
June/July 12	Mar 1	April 14	April 17	April 25	May 24
August 12	May 20	June 11	June 13	June 20	July 19
September 12	June 20	July 13	July 16	July 25	Aug 16
Oct/Nov 12	July 20	Aug 13	Aug 15	Aug 23	Sept 20
Dec12/Jan 13	Sept 20	Oct 16	Oct 19	Oct 24	Nov 22
Warplanes Specia	Dec 20	Jan 10	Jan 17	Jan 27	N/A

* PLEASE ADVISE PRODUCTION WHEN EXTENDED MATERIAL DUE DATES HAVE BEEN GIVEN.
If Drop Dead dates are needed, please contact Production.

** Preprinted inserts should arrive at Quad on the due dates posted—there will be NO EXTENSIONS on these dates.

For more information

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