



Smithsonian
Media

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

Air & Space Magazine's 2009 General Gross Rates & Closing Dates

Circulation: 217,000

General Gross Rates

Size	Black & White	2-Color	4-Color
Page	\$14,555	\$18,095	\$21,730
Spread	\$29,100	\$36,200	\$43,455
2/3 Page	\$10,875	\$13,575	\$16,290
1/2 Page	\$8,780	\$10,960	\$13,160
1/3 Page	\$6,010	\$7,380	\$9,025
1/6 Page	\$3,735	\$4,820	\$5,890
Cover 2, Page 1			\$46,560
3rd Cover			\$23,905
4th Cover			\$27,160
Bleed Premium:			10%

2009 Closing Dates

Issue	Insertion	Materials/Prepayment	On Sale
Feb/Mar 09	Dec 12	Dec 15	Feb 3
Apr/May 09	Feb 12	Feb 16	Mar 31
Jun/Jul 09	April 13	April 15	May 26
August 09	June 11	June 15	July 28
Sept 09	July 11	July 16	Sept 1
Oct/Nov 09	Aug 12	Aug 17	Sept 29
Dec 09/Jan 10	Oct 13	Oct 16	Dec 1

For all other rate information, contact your
Air & Space representative, or Kerry Bianchi,
Group Publisher, at (212) 916-1338 today.

AIR & SPACE



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Air & Space Magazine's 2009 Advertising Information

Ship ad materials to our D.C. office below.

Material Specifications

- *Air & Space* 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 133. 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.

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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