



2017-2018

# Advertising Rate Card

For Nonprofit  
Organizations



5815 Executive Drive • Lansing, MI 48911 • [hsmichigan.org](http://hsmichigan.org) • (800) 692-1828

Reach a diverse yet like-minded audience interested  
in Michigan's history, heritage, and cultures

Keeping Michigan's history at everyone's fingertips.



## Advertising Opportunities for

# Michigan History

Ever since its inception in 1917, *Michigan History* magazine has celebrated our state's fascinating past. Published by the Historical Society of Michigan, every full-color, bimonthly issue explores Michigan's diverse history and cultures through intriguing stories and scores of photographs and images. Along with eight-plus articles, the 68-page publication highlights history-related news, events, books, fascinating facts, and places to visit, as well as conversations with influential people in related fields. *Michigan History's* content focuses on people, places, and events and is edited to both educate and entertain.

*Michigan History* has one of the largest circulations in the country for a history-themed periodical. The magazine boasts a subscriber base in the mid-20,000s, with additional distribution to major retailers, independent bookstores, and specialty stores. Pass-along readership reaches more than 100,000. Advertisements in the magazine are seen by a diverse but like-minded audience, who have an interest in Michigan's past and the different heritages and cultures of its people. Many readers of *Michigan History* keep their magazines for years, so ads may be acted upon for months and years to come.

The rates below are for nonprofit organizations and are already discounted 30% from our regular rates.

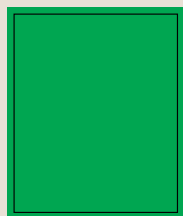
	Number of insertions		
	1-2	3-5	6
Full-Page	\$1,383	\$1,176	\$1,001
2/3-Page	1,208	1,029	875
1/2-Page	1,033	879	749
1/3-page	858	732	623
1/4-Page	683	581	494

All prices are per insertion.

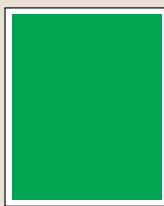
### Deadlines

Issue	Space Close	Materials Needed	Release Date
Jan/Feb	9/12	10/30	12/15
Mar/Apr	11/12	12/30	2/15
May/Jun	1/12	2/30	4/15
Jul/Aug	3/12	4/30	6/15
Sep/Oct	5/12	6/30	8/15
Nov/Dec	7/12	8/30	10/15

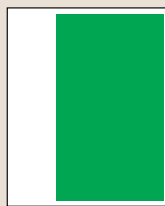
### Size Requirements



Full-Page  
(with bleeds)  
8.875" w x 11.375" h  
Trim: 8.375" w x 10.875" h



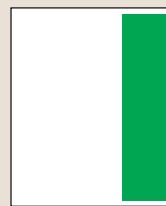
Full-Page  
(no bleeds)  
7.375" w x 9.875" h



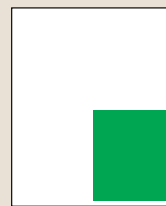
2/3-Page  
4.689" w x 9.875" h



1/2-Page  
7.375" w x 4.813" h



1/3-Page  
2.292" w x 9.875" h



1/4-Page  
3.563" w x 4.813" h

### Artwork Requirements

- Michigan History* is produced in Adobe InDesign.
- Artwork must be in CMYK or gray scale with images at 300 dpi or higher.
- Please submit your artwork as a high-resolution, print-ready PDF or jpg.
- File transfer media: DVD, CD, thumb-drive, or e-mail (files less than 5 MB).

# Advertising Opportunities for

# Chronicle magazine

*Chronicle* is the 40-page, full-color membership publication of the Historical Society of Michigan. Issued quarterly, the magazine contains four-plus stories about Michigan's history, plus articles that celebrate our state's heritage, such as "History Revealed," "Cultural Corner," and "Historical Tidbits." *Chronicle's* other sections include news about Society activities; member highlights, such as spotlights, news, and events; information and ideas for history educators; and stories and announcements about the Centennial Farm program and other award programs.

*Chronicle* reaches all of our nearly 5,000 members, including historical entities and libraries, where it is read by those within the organization and its patrons. Individual issues of the magazine are also available for purchase through our website. Advertisements within *Chronicle* are seen by those who are interested in our state's history, the heritage of its residents, and the preservation of Michigan's diverse cultures and historical entities.

The rates below are for nonprofit organizations and are already discounted 30% from our regular rates.

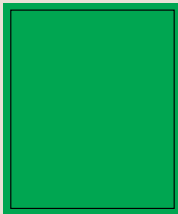
	Number of insertions			
	1	2	3	4
Full-Page	\$263	\$238	\$217	\$196
1/2-Page	193	175	158	144
1/4-Page	123	112	102	91
1/8-Page	74	67	60	53

All prices are per insertion.

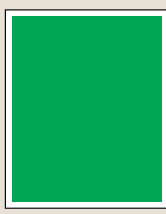
## Deadlines

Issue	Space Close	Materials Needed	Release Date
Winter	10/24	12/12	1/28
Spring	1/24	3/12	4/28
Summer	4/24	6/12	7/28
Fall	7/24	9/12	10/28

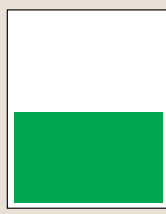
## Size Requirements



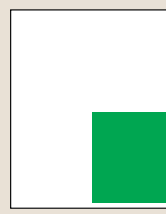
Full-Page (with bleeds)  
8.875" w x 11.375" h  
Trim: 8.375" w x 10.875" h



Full-Page (no bleeds)  
7.375" w x 9.875" h



1/2-Page  
7.375" w x 4.813" h



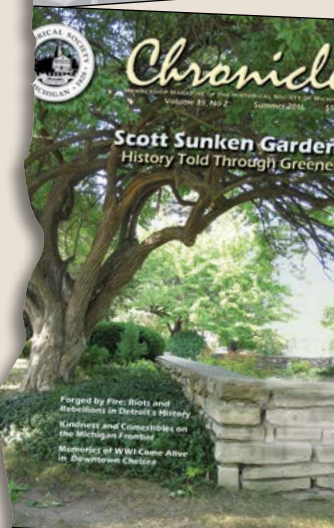
1/4-Page  
3.563" w x 4.813" h



1/8-Page  
3.563" w x 2.25" h

## Artwork Requirements

- Chronicle* is produced in Adobe InDesign.
- Artwork must be in CMYK or gray scale with images at 300 dpi or higher.
- Please submit your artwork as a high-resolution, print-ready PDF or jpg.
- File transfer media: DVD, CD, thumb-drive, or e-mail (files less than 5 MB).



# Advertising Agreement and Insertion Order

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> All advertisements and orders are subject to approval. The Historical Society of Michigan (HSM) reserves the right to reject any advertising without cause or prior notice. Appearance of ads in HSM publications does not constitute endorsement of the advertiser, its products, or its services. HSM reserves the right to edit advertisements when necessary.</li> <li><input checked="" type="checkbox"/> All orders accepted by HSM for <i>Michigan History</i> and <i>Chronicle</i> are subject to the terms and provisions of the current rate card.</li> <li><input checked="" type="checkbox"/> Inside front and back covers are available at the printed rate plus 20 percent. Please inquire about position availability before submitting your order.</li> <li><input checked="" type="checkbox"/> It is agreed between the parties of this agreement that a cancellation will be accepted once HSM has received written notice from the advertiser prior to the appropriate closing date.</li> <li><input checked="" type="checkbox"/> A tear sheet will be sent to the advertiser after the issue has been published. HSM is not responsible for any financial costs advertisers may incur as a result of advertiser error.</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> The advertiser may change materials with any insertion but authorizes the previous advertisement to be repeated if new materials are not furnished by the issue's "Materials Needed" date.</li> <li><input checked="" type="checkbox"/> All advertising changes must be made in writing.</li> <li><input checked="" type="checkbox"/> The liability of HSM for inadvertently failing to publish an advertisement in the issue specified will be limited to publishing the advertisement in a subsequent issue at the printed rate less 10 percent.</li> <li><input checked="" type="checkbox"/> Claims for adjustment due to error must be made within 30 days of release date.</li> <li><input checked="" type="checkbox"/> Ads are invoiced or charged after publication. Invoice terms: net 30. Make checks payable to the Historical Society of Michigan or charge to American Express, Discover, MasterCard, or Visa.</li> <li><input checked="" type="checkbox"/> Advertisers who have not paid for an insertion within 45 days of the invoice date will be subject to a suspension of the remaining insertions on their contract. Advertisers will be charged a 1.5 percent interest charge per month on invoices not paid within 60 days.</li> </ul> |
|--|---|

COMPANY NAME	
CONTACT NAME	TITLE
ADDRESS	E-MAIL
CITY, STATE, ZIP	PHONE (       )

I have read and agree to this Advertising Agreement

SIGNATURE	DATE
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## **Michigan History**

- Jan/Feb 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Mar/Apr 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- May/Jun 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Jul/Aug 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Sep/Oct 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Nov/Dec 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Jan/Feb 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Mar/Apr 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- May/Jun 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Jul/Aug 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Sep/Oct 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Nov/Dec 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_

**Subtotal** \_\_\_\_\_

## **Chronicle**

- Winter 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Spring 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Summer 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Fall 2017 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Winter 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Spring 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Summer 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_
- Fall 2018 Size \_\_\_\_\_ Rate \_\_\_\_\_

**Subtotal** \_\_\_\_\_

**Grand Total** \_\_\_\_\_

To qualify for the Combo rates, an advertiser must place an ad in both magazines on a one-to-one ratio. (Ads can be different sizes for each publication.) The 1/8-page ad for *Chronicle* is not available for Combo pricing.

CREDIT CARD NUMBER	EXP. DATE	SECURITY CODE	PAYMENT METHOD <input type="checkbox"/> Check enclosed <input type="checkbox"/> Please invoice <input type="checkbox"/> Credit card (see form on left)
SIGNATURE	BILLING ZIP CODE		

**Submit insertion orders and ad materials to:**  
**Historical Society of Michigan • 5815 Executive Drive • Lansing, MI 48911**  
**Phone: (517) 332-1828 • Fax: (517) 324-4370 • advertising@hsmichigan.org**