



# Advertising Rate Card



7435 Westshire Drive • Lansing, MI 48917  
hsmichigan.org • (800) 692-1828

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



## Advertising Opportunities for

# Chronicle magazine

*Chronicle* magazine is the 40-page, full-color membership publication of the Historical Society of Michigan (HSM), the state's oldest cultural organization. Issued quarterly, the magazine contains articles that celebrate Michigan's history and the preservation of the state's diverse cultures and heritages. In addition, *Chronicle's* special sections provide promotion and awareness for HSM's organizational members and offer ideas and inspiration for individual history advocates.

*Chronicle* reaches all of HSM's 5,000-plus individual and organizational members, including historical entities and libraries, where it is read by those within the organizations and their patrons, making the pass-along readership more than 20,000. 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.

### Rates

	Number of insertions			
	1	2	3	4
Full-Page	\$375	\$340	\$310	\$280
1/2-Page	275	250	225	205
1/4-Page	175	160	145	130

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

MORE THAN  
**5**  
THOUSAND  
HSM MEMBERS

MORE THAN  
**20**  
THOUSAND  
PASS-ALONG  
READERS



Your ad will be seen by thousands of readers throughout the state!



## Advertising Opportunities for

# Michigan History magazine

**20**  
THOUSAND  
SUBSCRIBERS



**DISTRIBUTED TO**  
independent  
bookstores,  
specialty stores,  
and major retailers

**MORE THAN**  
**100**  
THOUSAND  
PASS-ALONG  
READERS

Since 1917, *Michigan History* magazine has shared the Great Lakes State's diverse history through feature articles and special sections. A popular history magazine geared toward professionals and enthusiasts alike, *Michigan History* offers a wide variety of subject matter, time frames, and perspectives while inspiring, educating, and entertaining its readers. Published by the Historical Society of Michigan (HSM), every full-color, bimonthly, 68-page issue explores the state's most fascinating historical facets and celebrates the history and heritage of all Michigan's peoples.

*Michigan History* has one of the largest circulations in the country for a history-themed periodical. The magazine boasts a subscriber base of 20,000, 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 peoples. The magazine is offered either as an individual subscription or as part of an HSM membership.

### Rates

	Number of insertions		
	1-2	3-5	6
Full-Page	\$1,975	\$1,680	\$1,430
1/2-Page	1,475	1,255	1,070
1/4-Page	975	830	705

All prices are per insertion.

### Deadlines

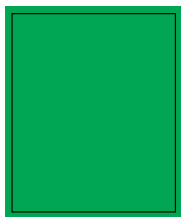
Issue	Space Close	Materials Needed	Release Date
Jan/Feb	9/12	10/30	12/15
Mar/Apr	11/12	12/30	2/15
May/June	1/12	2/28	4/15
Jul/Aug	3/12	4/30	6/15
Sep/Oct	5/12	6/30	8/15
Nov/Dec	7/12	8/30	10/15

"I enjoy *Michigan History* and look forward to the new one all the time."

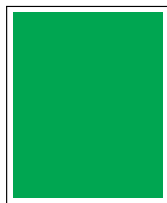
*—Readership Survey*



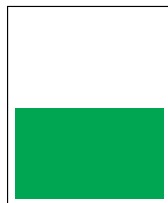
### Size Requirements



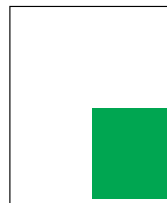
Full-Page  
(with bleeds)  
8.875"w x 11.375"h  
Trim: 8.375"w x 10.875"h



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

### Artwork Requirements

- Michigan History* and *Chronicle* are 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: e-mail (files less than 6 MB). If file size is larger than 6 MB, please contact HSM.

# 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 \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Mar/Apr \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- May/Jun \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Jul/Aug \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Sep/Oct \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Nov/Dec \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_  
(YEAR)

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

### *Chronicle*

- Winter \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Spring \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Summer \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_
- Fall \_\_\_\_\_ Size \_\_\_\_\_ Rate \_\_\_\_\_  
(YEAR)

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

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

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

**Submit insertion orders and ad materials to:**  
**Historical Society of Michigan • 7435 Westshire Drive • Lansing, MI 48917**  
**Phone: (800) 692-1828 • Fax: (517) 324-4370 • advertising@hsmichigan.org**