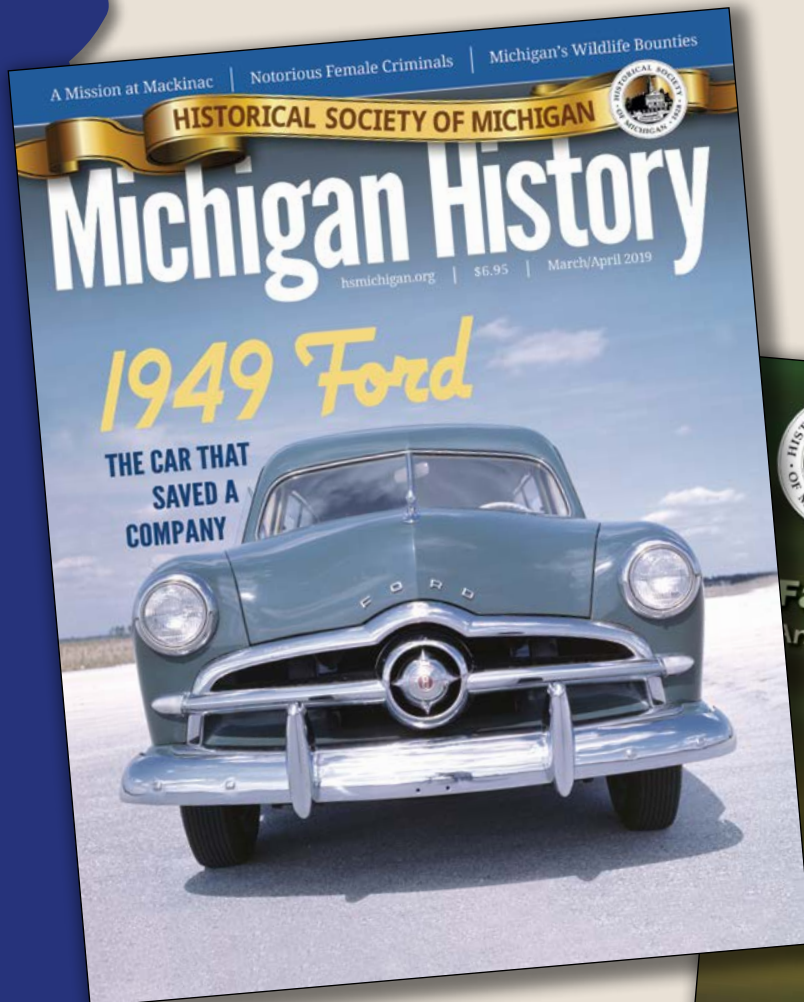




2018-2019

Advertising Rate Card



5815 Executive Drive • Lansing, MI 48911 • hsmichigan.org • (800) 692-1828

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



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.

Rates

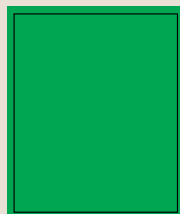
| | Number of insertions | | |
|-----------|----------------------|---------|---------|
| | 1-2 | 3-5 | 6 |
| Full-Page | \$1,975 | \$1,680 | \$1,430 |
| 2/3-Page | 1,725 | 1,470 | 1,250 |
| 1/2-Page | 1,475 | 1,255 | 1,070 |
| 1/3-page | 1,225 | 1,045 | 890 |
| 1/4-Page | 975 | 830 | 705 |

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/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 |

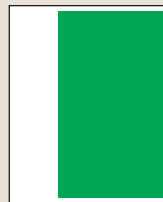
Size Requirements



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



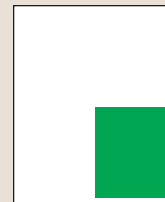
2/3-Page
4.689" w x 9.875" h



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* 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: DVD, CD, thumb-drive, or e-mail (files less than 5 MB).

"Combo" Advertising Rates

- 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.)
- Listed to the right are the Combo rates, which are **discounted 15% from our regular rates.**
- The 1/8-page ad for *Chronicle* is not available for Combo pricing.
- All prices are per insertion.

Advertising Opportunities for

Chronicle magazine

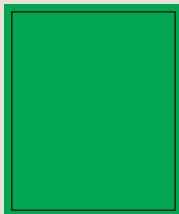
Chronicle is the 40-page, full-color membership publication of the Historical Society of Michigan. Issued quarterly, the magazine contains four-plus stories about Michigan's history, plus articles that celebrate our state's heritage, such as "History Revealed," "Cultural Corner," and "Historical Tidbits." *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.

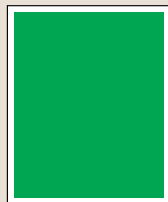
| Rates | Number of insertions | | | |
|-------------------------------|----------------------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| Full-Page | \$375 | \$340 | \$310 | \$280 |
| 1/2-Page | 275 | 250 | 225 | 205 |
| 1/4-Page | 175 | 160 | 145 | 130 |
| 1/8-Page | 105 | 95 | 85 | 75 |
| All prices 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 |

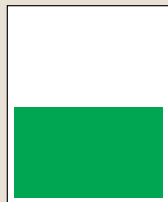
Size Requirements



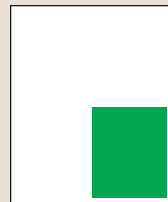
Full-Page (with bleeds)
8.875"w x 11.375"h
Trim: 8.375"w x 10.875"h



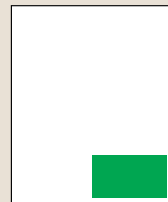
Full-Page (no bleeds)
7.375"w x 9.875"h



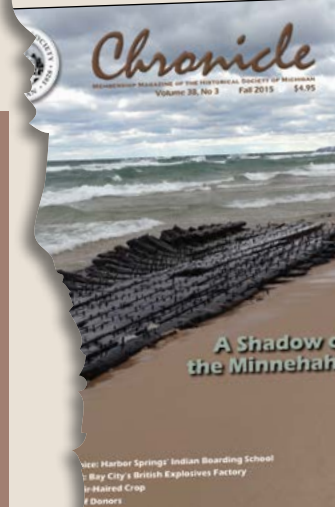
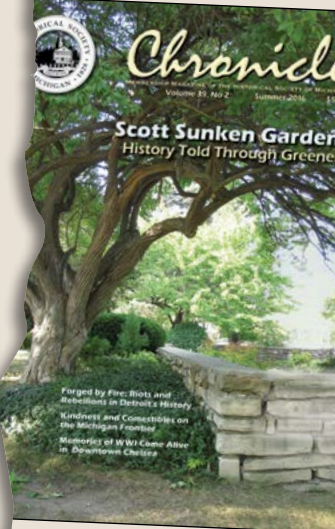
1/2-Page
7.375"w x 4.813"h



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



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



| Michigan History Combo Rates | Number of insertions | | |
|------------------------------|----------------------|---------|---------|
| | 1-2 | 3-5 | 6 |
| Full-Page | \$1,679 | \$1,428 | \$1,216 |
| 2/3-Page | 1,466 | 1,250 | 1,063 |
| 1/2-Page | 1,254 | 1,067 | 910 |
| 1/3-page | 1,041 | 888 | 757 |
| 1/4-Page | 829 | 706 | 599 |

| Chronicle Combo Rates | Number of insertions | | | |
|-----------------------|----------------------|-------|-------|-------|
| | 1 | 2 | 3 | 4+ |
| Full-Page | \$319 | \$289 | \$264 | \$238 |
| 1/2-Page | 234 | 213 | 191 | 174 |
| 1/4-Page | 149 | 136 | 123 | 111 |
| 1/8-Page | N/A | N/A | N/A | N/A |

Advertising Agreement and Insertion Order

- 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.
- All orders accepted by HSM for *Michigan History* and *Chronicle* are subject to the terms and provisions of the current rate card.
- Inside front and back covers are available at the printed rate plus 20 percent. Please inquire about position availability before submitting your order.
- 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.
- 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.
- 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.
- All advertising changes must be made in writing.
- 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.
- Claims for adjustment due to error must be made within 30 days of release date.
- 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.
- 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.

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

I have read and agree to this Advertising Agreement

| | |
|-----------|------|
| SIGNATURE | DATE |
|-----------|------|

Michigan History

- Jan/Feb 2018 Size _____ Rate _____
- Mar/Apr 2018 Size _____ Rate _____
- May/June 2018 Size _____ Rate _____
- Jul/Aug 2018 Size _____ Rate _____
- Sep/Oct 2018 Size _____ Rate _____
- Nov/Dec 2018 Size _____ Rate _____
- Jan/Feb 2019 Size _____ Rate _____
- Mar/Apr 2019 Size _____ Rate _____
- May/June 2019 Size _____ Rate _____
- Jul/Aug 2019 Size _____ Rate _____
- Sep/Oct 2019 Size _____ Rate _____
- Nov/Dec 2019 Size _____ Rate _____

Subtotal _____

Chronicle

- Winter 2018 Size _____ Rate _____
- Spring 2018 Size _____ Rate _____
- Summer 2018 Size _____ Rate _____
- Fall 2018 Size _____ Rate _____
- Winter 2019 Size _____ Rate _____
- Spring 2019 Size _____ Rate _____
- Summer 2019 Size _____ Rate _____
- Fall 2019 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 |
| SIGNATURE | | BILLING ZIP CODE | <input type="checkbox"/> Check enclosed <input type="checkbox"/> Please invoice <input type="checkbox"/> Credit card (see form on left) |

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