

2024 MEDIA PLANNING GUIDE

American Spirit



NSDAR MISSION



Historic Preservation. Education. Patriotism.

For the past 132 years—since 1892—the National Society Daughters of the American Revolution, one of the best-known and most honored women’s organizations in America, has published a magazine dedicated to celebrating these principles. Today that magazine is called *American Spirit*, and it honors the values of NSDAR, a volunteer women’s service organization that preserves the legacy of its Patriot ancestors.



HIGHLIGHTS

Published bimonthly
(six issues per year)

Readership of
200,000

More than 50,000 paid subscribers include DAR members, genealogists, members of Congress, public, educational and institutional libraries and museums

ADVERTISING RATES

| COLOR | 1-2X | 3-5X | 6X |
|------------|---------|---------|---------|
| Spread | \$5,610 | \$5,330 | \$5,049 |
| Cover 4 | \$2,805 | \$2,665 | \$2,525 |
| Cover 2, 3 | \$2,392 | \$2,272 | \$2,153 |
| Full Page | \$2,162 | \$2,054 | \$1,946 |
| 2/3 Page | \$1,770 | \$1,682 | \$1,593 |
| Half Page* | \$1,392 | \$1,322 | \$1,253 |
| 1/3 Page** | \$973 | \$924 | \$876 |
| 1/4 Page | \$800 | \$760 | \$720 |
| 1/6 Page | \$649 | \$617 | \$584 |

* Half page can be vertical, horizontal or island.

** 1/3 page can be vertical or square.

• ALL RATES ARE GROSS



ADVERTISING DEADLINES

JANUARY/FEBRUARY 2024

Ad Reservations Due: 11/6/23

Materials Closing: 11/13/23

In Home: Week of January 1



MARCH/APRIL 2024

Ad Reservations Due: 1/8/24

Ad Materials Closing: 1/15/24

In Home: Week of March 1



MAY/JUNE 2024

Ad Reservations Due: 3/13/24

Ad Materials Closing: 3/20/24

In Home: Week of May 1



JULY/AUGUST 2024

Ad Reservations Due: 5/6/24

Ad Materials Closing: 5/13/24

In Home: Week of July 1

SEPTEMBER/OCTOBER 2024

Ad Reservations Due: 7/9/24

Ad Materials Closing: 7/16/24

In Home: Week of September 1



NOVEMBER/DECEMBER 2024

Ad Reservations Due: 9/11/24

Ad Materials Closing: 9/18/24

In Home: Week of November 1

ADVERTISING DIMENSIONS



2-Page Spread 16w x 10.5h
Live (15.5w x 10h)
Bleed (16.25w x 10.75h)



Full Page 8w x 10.5h
Live (7.5w x 10h)
Bleed (8.25w x 10.75h)



1/2 Island
 4.625w x 7.5h



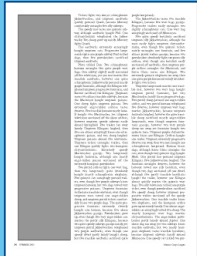
1/2 Vertical
 3.5w x 9.5h



1/2 Horizontal
 7w x 4.75h



2/3 Vertical
 4.5w x 9.5h



1/3 Vertical
 2.25w x 9.5h



1/3 Square
 4.625w x 4.75h



1/4 Horizontal
 4.625w x 3.75h



1/4 Vertical
 3.4375w x 4.75h



1/6 Vertical
 2.25w x 4.75h



1/6 Horizontal
 4.75w x 2.25h

MECHANICAL SPECS

PUBLICATION TRIM SIZE:

8" X 10 1/2"

No charge for bleed. For full-page bleed ads, extend any art 1/8" beyond the trim.

Live matter should be kept 1/4" from trim.

Crop marks should appear outside of the bleed area. Printed web offset.

Binding: Saddle-stitched.

DIGITAL PRINTER READY:

Files for print-ready materials should be submitted as CMYK in SWOP endorsed PDF or PDF/X-1 formats. Please supply a content proof, made directly from the supplied file.

PREFERRED MEDIA:

Please ensure that all document sizes are created to the mechanical specifications; no internal crop marks. Full-page bleed ads should be created to trim size, and artwork should be extended 1/8" beyond trim. Keep live matter 1/4" from all trimmed edges.

Please supply native files as Macintosh (preferred) or PC format in InDesign, Illustrator or Photoshop formats. Include all supporting files—high-resolution images and fonts. Illustrator® and .eps files should be supplied with fonts converted to paths or a native Photoshop® file at 300ppi. Native files must be preflighted and at the proper resolution. Electronic images should be supplied as an .eps, .tif, .psd, .ai or .jpg format at 300ppi and as CMYK. All live artwork should be placed at no more than 120% or less than 80% of the actual size. Convert all colors to process separation, including Illustrator® or .eps files.

FONTS:

Include all fonts both screen and printer (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) and Open Typeface fonts are preferred.

FILE SUBMISSION:

Electronic files can be submitted by email to **ads@hammock.com**, through online transfer with Hightail.com (see "Shipping Instructions" to obtain a User ID and password).

SHIPPING INSTRUCTIONS/QUESTIONS

To request access to Hightail.com, or to send orders and materials, contact:

TAYLOR MILLS

American Spirit

P.O. Box 331518

Nashville, TN 37203

P: (615) 690-3430

E: tmills@hammock.com

CONTRACT & COPY REGULATIONS:

All advertising rates and conditions are subject to change without notice. The word "advertisement" will be placed at the top of the ad. Publisher assumes no liability for errors or necessary omission of an advertisement for any reason whatsoever. Any condition on a contract, or copy instructions that conflict with or vary from these provisions, will not be binding on the Publisher.

The Publisher shall not be subject to any liability whatsoever for any failure to publish because of acts of God, work stoppage, accidents, fires, or other natural or unnatural occurrences that are outside and beyond the Publisher's control.

Any order that specifies position is subject to the Publisher's absolute right to determine actual position. All advertisements are accepted and published by the Publisher upon representation that the agency and advertiser are authorized to publish the subject matter, copy and graphics contained therein.

The advertiser and agent, in consideration for the publication of the advertisement, agree to indemnify and hold harmless the Publisher from any liability, loss or expense (including court costs and attorney fees) arising from the publication of the advertisement.

Advertising agencies agree to pay all charges for advertising placed at their request in the event that no payment is made by the advertiser. Publisher has authority to hold both advertiser and agency liable for such monies due and payable to *American Spirit* magazine.

DAR does not allow fundraising advertising by any other organization in DAR publications. This type of advertising competes with DAR fundraising initiatives and is in conflict with IRS regulations.

ACCOLADES

American Spirit has been honored with dozens of prestigious awards, including the following:

2023 MarCom Awards

Platinum Award for Feature Writing, “America’s Golden Door,” July/August 2023

Gold Award, Entire Issue: September/October 2023

Gold Award for Feature Writing, “From France With Love,” March/April 2023

Honorable Mention for Design, “America’s March King: John Philip Sousa,” November/December 2022

Honorable Mention for Design, “Place of Blue Smoke,” July/August 2023

2022 APEX (Awards for Publication Excellence)

Award of Excellence, Entire Issue: March/April 2021

Award of Excellence for Feature Writing, “‘Deputy Husbands’ Kept the Home Fires Burning,”

November/December 2021

2021 APEX (Awards for Publication Excellence)

Grand Award for Magazines, Journals and Tabloids (Entire Issue): November/December 2020

Award of Excellence for Design: “Symphonies of Stone and Steel” January/February 2020

2020 APEX (Awards for Publication Excellence)

Award of Excellence, Custom-Published Magazine (Entire Issue): March/April 2020

2019 APEX (Awards for Publication Excellence)

Award of Excellence, Magazine Writing (Entire Issue): January/February 2019

Award of Excellence for Feature Writing, “A Stage Revival” July/August 2018

2018 APEX (Awards for Publication Excellence)

Award of Excellence, Magazine Writing (Entire Issue): January/February 2018

Award of Excellence for Feature Writing, “Wreaths Across America,” November/December 2018

2017 APEX (Awards for Publication Excellence)

Grand Award for Feature Writing, “The Story of Annin Flagmakers,” July/August 2016

Award of Excellence: March/April 2017 cover

2016 APEX (Awards for Publication Excellence)

Grand Award for Feature Writing, “A Lasting Legacy: DAR Schools,” July/August 2015

Award of Excellence (Entire Issue): May/June 2015

2015 APEX (Awards for Publication Excellence)

Grand Award for Feature Writing, “A Proud Pedigree: Tracing the History of Scottish

Ancestors and Their Journey to the New World,” September/October 2014

Award of Excellence, Magazine Writing (Entire Issue): November/December 2014

2014 APEX (Awards for Publication Excellence)

Grand Award, November/December 2013

Photography Award for “The Role of Another Lifetime”

2013 APEX (Awards for Publication Excellence)

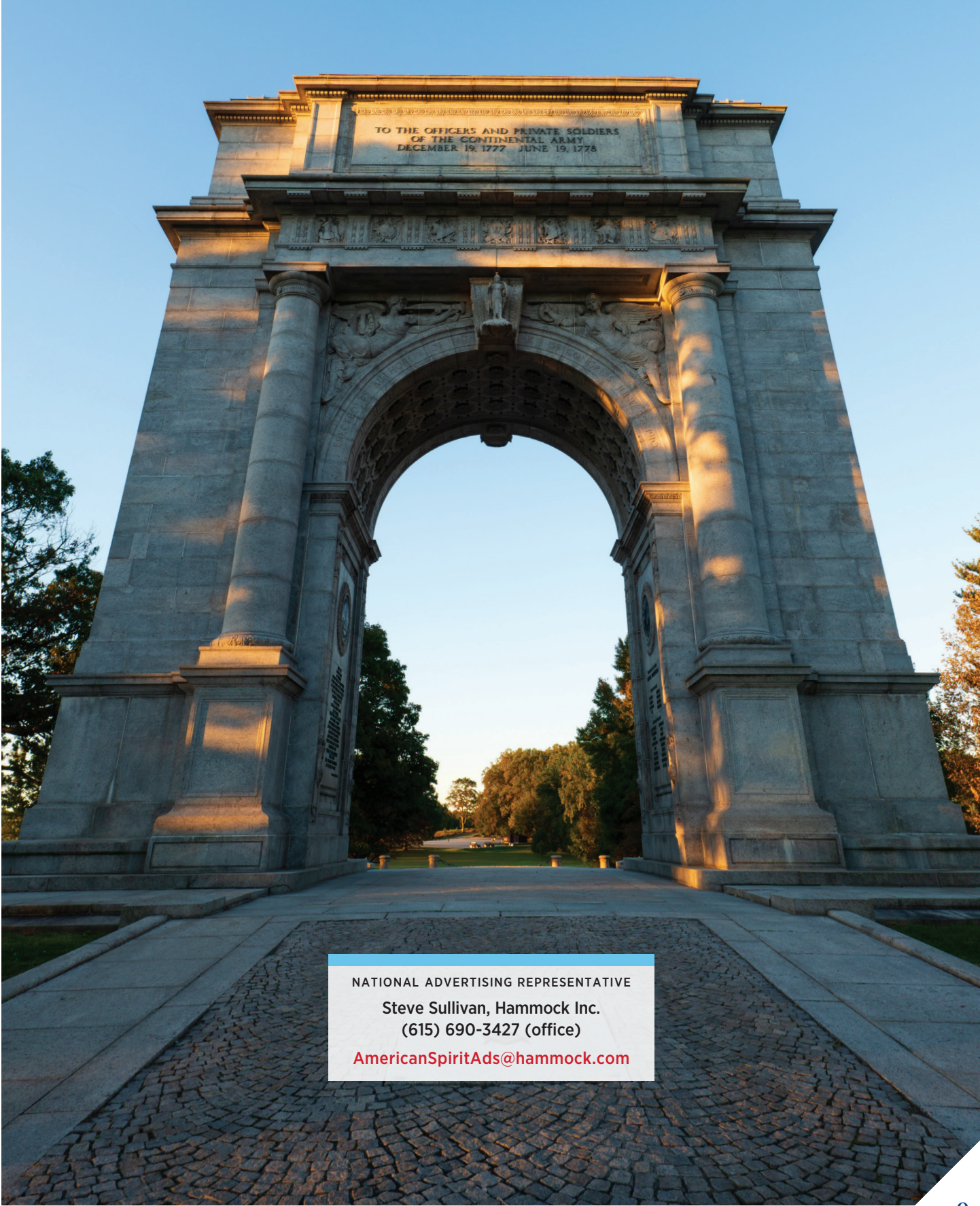
Grand Award, November/December 2012

Feature Writing Award for “Let in the Light,” July/August 2012

2012 APEX (Awards for Publication Excellence)

Grand Award, March/April 2012

Feature Writing Award for “The Book of Lives,” July/August 2011



NATIONAL ADVERTISING REPRESENTATIVE
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