



# American Spirit

2014 MEDIA PLANNING GUIDE

# American Spirit



*Patriotism. Preservation. Education.*

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.

*American Spirit* tells the story of early America in fresh new ways with engaging, well-researched writing and modern, colorful design. There are no textbook history lessons here; the important people, places and pastimes of our nation's founders and first settlers are honored with a fresh look and an eye toward bringing the past into contemporary relevance.

The magazine's editorial focus is on Colonial and early American history, yet the timeframe is also used as a jumping-off point to explore America's journey as a republic, women's changing roles and our country's unique contributions to the world. With features focused on genealogy, education, historic preservation and patriotism, each issue explores how the spirit of a nation continues to grow today through the lives and passions of a new generation of American patriots.

## HIGHLIGHTS

Published bimonthly  
(six issues per year)

Readership of 200,000

45,000 paid subscribers include DAR members, genealogists, members of Congress, public/educational/institutional libraries and museums

Bonus distribution to state and local DAR chapters

Newsstand presence

# 2014 EDITORIAL CALENDAR

## JANUARY/FEBRUARY

Ad Reservation 11-20-13 Material Closing 11-27-13 In Home 1-2-14

Unusual Colonial Inventions  
Shakespeare's America  
King Philip's War  
Alexander Hamilton, First Secretary of the Treasury  
Historic Homes: The Oaks, Worcester, Mass.  
Genealogy Sleuth: New Ways to Update Your Family Album  
Our Patriots: George Wythe  
Spirited Adventures-Midwest: Ste. Genevieve, Mo.

## MARCH/APRIL WOMEN'S HISTORY MONTH ISSUE

Ad Reservation 1-23-14 Material Closing 1-30-14 In Home 3-1-14

Saint Elizabeth Seton  
Defiant Brides: When Henry Met Lucy, and When Benedict Met Peggy  
How Mum Bett Won Her Freedom  
Sarah Wilson, Colonial Imposter  
Battle of Guilford Courthouse  
Genealogy Sleuth: The Blanchard Bayonet  
Historic Homes: Laura Plantation, Vacherie, La.  
Our Patriots: Nancy Ward  
Spirited Adventures-Southeast: Natchitoches, La.

## MAY/JUNE

Ad Reservation 3-21-14 Material Closing 3-28-14 In Home 5-1-14

Jesse Thomas and Fearnought's Ride  
Revolutionary War Battle Sites Endangered by Development  
America's Oldest Sweet Shop  
Lost and Found: Rediscovering Images of the Last Men of the Revolution  
Genealogy Sleuth: Orphan Heirloom Rescues  
Historic Homes: The Century Inn, Scenery Hill, Pa.  
Our Patriots: Baron Von Steuben  
Spirited Adventures-Northeast: Deerfield, Mass.

## JULY/AUGUST

Ad Reservation 5-23-14 Material Closing 5-30-14 In Home 7-1-14

The Lure of the Adirondacks: Was it the Birthplace of the American Vacation?  
Rediscovering the Wilderness of 1609  
Hall Jackson Kelly, Western Dreamer  
The Business of Memorabilia  
Genealogy Sleuth: Finding Family Using Social Media  
Historic Homes: Locust Grove, Louisville, Ky.  
Our Patriots: George Rogers Clark  
Spirited Adventures-Mid-Atlantic: Monmouth County, N.J.

## SEPTEMBER/OCTOBER

Ad Reservation 7-23-14 Material Closing 7-30-14 In Home 9-1-14

Colonial Construction  
Jersey Boys: The Friendship of Aaron Burr, Aaron Ogden and Jonathan Dayton  
Passed Down in the Family: The Lives of Family Artifacts  
The New Sweden Colony in Wilmington, Del.  
Visions of America: Historic Schoolhouses  
Historic Homes: Gomez Mill House, Marlboro, N.Y.  
Our Patriots: Anthony Wayne  
Spirited Adventures-West: San Luis Obispo, Calif.

## NOVEMBER/DECEMBER

Ad Reservation 9-17-14 Material Closing 9-24-14 In Home 11-1-14

The Origins of the Purple Heart  
Sarah Josepha Hale's Campaign for Thanksgiving  
Tailoring the Past: The Recreation of Historic Costumes  
The Wyoming Massacre  
Visions of America: Governors' Mansions  
Historic Homes: Richards DAR House Museum, Mobile, Ala.  
Our Patriots: Isaac Shelby  
Spirited Adventures-Great Plains: Rapid City and Sioux Falls, S.D.

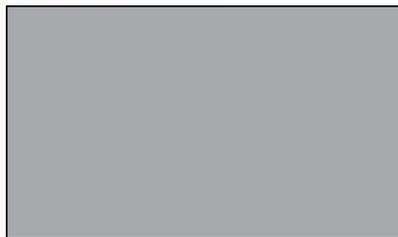


# ADVERTISING RATES AND DIMENSIONS

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

BLACK & WHITE	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	\$1,530	\$1,454	\$1,377
2/3 Page	\$1,253	\$1,190	\$1,127
Half Page*	\$985	\$936	\$887
1/3 Page**	\$689	\$654	\$620
1/4 Page	\$566	\$538	\$510
1/6 Page	\$459	\$436	\$413

\* Half page can be vertical, horizontal or island.  
 \*\* 1/3 page can be vertical or square.  
 • ALL RATES ARE GROSS



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.

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 Quark XPress®, 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 at ads@hammock.com, through online transfer with Hightail.com (see "Shipping Instructions" to obtain a User ID and password) or a CD/DVD.

## **SHIPPING INSTRUCTIONS/ QUESTIONS**

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

### **TAYLOR ZIMMERMANN**

*American Spirit*

814 Church Street, Suite 500

Nashville, TN 37203

**P:** (615) 690-3430 **F:** (615) 690-3401

**E:** tzimmermann@hammock.com

## **CONTRACT & COPY REGULATIONS:**

All advertising rates and conditions are subject to change without notice. If an ad creates in the judgment of the Publisher the impression that it is editorial material, 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 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

Since its redesign in 2003, *American Spirit* has been honored with dozens of prestigious awards. Here are a few of the most recent:

- 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
- 2011 APEX (Awards for Publication Excellence)**  
Grand Award, Nonprofit Magazine category
- 2010 APEX (Awards for Publication Excellence)**  
Publication Excellence in the Custom-Published Magazine category
- 2009 APEX (Awards for Publication Excellence)**  
Grand Award, January/February 2009  
Magazine Writing Award for Entire Issue, July/August 2008
- Custom Publishing Council**  
Bronze Pearl Award for Best Overall Editorial
- 2008 APEX (Awards for Publication Excellence)**  
Grand Award, May/June 2007  
Design and Layout Award for “A Model Collection,” May/June 2007  
Feature Writing Excellence for “She-Merchants,” May/June 2007
- 2007 FOLIO Magazine Awards**  
Bronze Ozzie Design for “The Violin: A Living Art,”  
September/October 2006

NATIONAL ADVERTISING REPRESENTATIVE

**Cathy Williams | CMG Marketing & Events, LLC**

130 Gardeners Circle, Suite L, Johns Island, SC 29455  
843-410-2739 x101 (office) | 703-587-7142 (cell) | 843-410-2739 (efax)

[cathy@cmgmarketingandevents.com](mailto:cathy@cmgmarketingandevents.com) | [www.cmgmarketingandevents.com](http://www.cmgmarketingandevents.com)