For the past 128 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.

American Spirit tells the story of early America in 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.
# 2020 Editorial Calendar

## January/February 2020

**Ad Reservations Due:** 11/13/19  
**Ad Materials Closing:** 11/20/19  
**In Home:** Week of Jan. 1

**Features:**
- Maroon Settlements in America
- The Canary Islanders in Texas
- Historic Preservation University: The American College of the Building Arts
- Robert Mills, Father of American Architecture
- James Hoban, Architect of the White House

**Departments:**
- **Visions of America:** Iconic American Bridges  
- **Historic Home:** Lee-Fendall House, Alexandria, Va.  
- **Spirited Adventures—South Central:** The Ozark Mountains  
- **Our Patriots:** Hannah Till  
- **Whatnot:** DAR Museum exhibit: "Illuminating Design: The Decoration and Technology of E. F. Caldwell and Company, 1895–1959"; George Washington’s Birthday; African-American History Month; Menokin Glass House Project, the restoration of the 1769 home of Declaration of Independence signer Francis Lightfoot Lee

## March/April 2020

**Ad Reservations Due:** 1/17/20  
**Ad Materials Closing:** 1/24/20  
**In Home:** Week of Mar. 1

**Features:**
- 100th Anniversary of Women’s Suffrage
- In Their Own Words: The Journals of 18th- and 19th-Century Women
- How Divorce and Separation Affect Genealogical Research
- 250th Anniversary of the Boston Massacre
- TLC for Family Heirlooms

**Departments:**
- **Visions of America:** Where Women Made History  
- **Historic Home:** The Salome Sellers House in Deer Island, Maine  
- **Spirited Adventures—Northeast:** Augusta, Maine  
- **Our Patriots:** Laodicea “Dicey” Langston  
- **Whatnot:** Bicentennial of Maine statehood; brief stories on Women’s History Month and Women’s Suffrage 100th Anniversary

## May/June 2020

**Ad Reservations Due:** 3/20/20  
**Ad Materials Closing:** 3/27/20  
**In Home:** Week of May 1

**Features:**
- Isn’t It Romantic? Colonial Courtship, Marriage and Love
- Castle Garden: Precursor to Ellis Island
- American Mountaineers
- Early American Geology

**Departments:**
- **Visions of America:** Waterfront History  
- **Historic Homes:** Read House & Gardens, New Castle, Del.  
- **Spirited Adventures—Southwest:** Southern New Mexico (Las Cruces, Hatch, Alamogordo)  
- **Our Patriots:** William Duer  
- **Whatnot:** Strange Trip: John Quincy Adams and the Hollow Earth Theory; Derby Days

## July/August 2020

**Ad Reservations Due:** 5/14/20  
**Ad Materials Closing:** 5/21/20  
**In Home:** Week of July 1

**Features:**
- Early American Logging
- The Rise and Fall of Pinball
- A Gentler Contest: Ring Jousting in Calvert County, Md.
- Coming to America—The Greatest Show on Earth?

**Departments:**
- **Visions of America:** State Capitol Buildings  
- **Historic Home:** Pierre Menard House, Ellis Grove, Ill.  
- **Spirited Adventures—Midwest:** Kansas City and Independence, Mo.  
- **Our Patriots:** Robert Mills, Father of American Architecture
- **Whatnot:** Colonial Rhode Island’s Tax Holiday; former state capitals; summer festivals

## September/October 2020

**Ad Reservations Due:** 7/17/20  
**Ad Materials Closing:** 7/24/20  
**In Home:** Week of Sept. 1

**Features:**
- The Dutch Influence on the American Revolution
- Steamboats Ahead!
- The Dominion of New England
- Rugs in 18th-Century Homes

**Departments:**
- **Visions of America:** Passing Down 18th-Century Textile Skills  
- **Historic Home:** New Mexico Governor’s Mansion  
- **Spirited Adventures—Southwest:** Southern New Mexico (Las Cruces, Hatch, Alamogordo)  
- **Our Patriots:** Stephen Burroughs, Colonial Scoundrel  
- **Whatnot:** History of the Spelling Bee; other brief stories on Constitution Day and Constitution Week; Hispanic Heritage Month (September 15–October 15)

## November/December 2020

**Ad Reservations Due:** 9/18/20  
**Ad Materials Closing:** 9/25/20  
**In Home:** Week of Nov. 1

**Features:**
- 400th Anniversary of the Mayflower and the Restoration of the Pilgrim Mothers’ Fountain
- Benjamin West: Internationally Renowned American Painter and Mentor
- Stephen Burroughs, Colonial Scoundrel
- The Cream of the Colonial Crop: A Spotlight on Butter

**Departments:**
- **Visions of America:** Historic Bank Buildings  
- **Historic Home:** Hunter’s Home, Park Hill, Okla.  
- **Spirited Adventures:**Cheyenne and Fort Laramie, Wyo.  
- **Whatnot:** Native American Heritage Month (November)
ADVERTISING RATES AND DIMENSIONS

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

* 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 prooffitted 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) or a CD/DVD.

SHIPPING INSTRUCTIONS/QUESTIONS
To request access to Hightail.com, or to send orders and materials, contact:

TAYLOR MILLS
American Spirit
210 25th Avenue North, Suite 900
Nashville, TN 37203
P: (615) 690–3430  F: (615) 690–3401
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.
American Spirit has been honored with dozens of prestigious awards, including the following:

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: Restoring the Heart of Constitution Hall,” 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

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 ( Entire Issue), July/August 2008
**Custom Publishing Council**
Bronze Pearl Award for Best Overall Editorial