

The American Conservative

General Advertising Rates 2011

| 4-color | 1x | 3x | 6x | 12x | Dimensions |
|----------------|-----------|-----------|-----------|------------|-------------------|
| Full Page | \$3,550 | \$3,195 | \$2,876 | \$2,588 | 7" x 9 3/4" |
| 2/3 | 2,840 | 2,556 | 2,300 | 2,070 | 4 5/8 x 9 1/2 |
| 1/2 horizontal | 2,272 | 2,045 | 1,840 | 1,656 | 7 x 5 |
| 1/2 island | 2,272 | 2,045 | 1,840 | 1,656 | 4 5/8 x 6 1/2 |
| 1/3 vertical | 1,818 | 1,636 | 1,472 | 1,325 | 2 1/4 x 9 1/2 |
| 1/3 square | 1,818 | 1,636 | 1,472 | 1,325 | 4 5/8 x 4 5/8 |
| 1/6 | 1,454 | 1,308 | 1,178 | 1,060 | 2 1/4 x 4 5/8 |

| Black | 1x | 3x | 6x | 12x | Dimensions |
|----------------|-----------|-----------|-----------|------------|-------------------|
| Full Page | \$2,876 | \$2,588 | \$2,329 | \$2,096 | 7" x 9 3/4" |
| 2/3 | 2,300 | 2,070 | 1,863 | 1,677 | 4 5/8 x 9 1/2 |
| 1/2 horizontal | 1,840 | 1,656 | 1,491 | 1,342 | 7 x 5 |
| 1/2 island | 1,840 | 1,656 | 1,491 | 1,342 | 4 5/8 x 6 1/2 |
| 1/3 vertical | 1,472 | 1,325 | 1,193 | 1,073 | 2 1/4 x 9 1/2 |
| 1/3 square | 1,472 | 1,325 | 1,193 | 1,073 | 4 5/8 x 4 5/8 |
| 1/6 | 1,178 | 1,060 | 954 | 859 | 2 1/4 x 4 5/8 |

Trim Size: 8 1/4" x 10 3/4" (Live matter must be kept within 3/8 inch of the trim)

Bleed Size: 8 3/4" x 11 1/4" Full page
17" x 11 1/4" Two page spread

Contact

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