

CALIFORNIA HISTORY

Magazine

The Quarterly Journal of the California Historical Society

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ADVERTISING DEADLINES

<u>Issue Dates</u>	<u>Reservation Deadline</u>	<u>Camera-ready Copy Deadline</u>	<u>Approximate</u>	<u>Distribution</u>
V 87 #1	9/18/09	10/24/09		12/10/09
V 87 #2	12/18/09	1/29/10		3/29/10
V 87 #4	4/1/10	4/26/10		6/28/10

DESCRIPTION

For over eighty years, *California History* has published informative articles by leading scholars and writers on the history of California and the West from pre-Columbian to modern times. Illustrated essays, reviews of significant new books, the "California Checklist" of new publications, and an annual index are regular features of this quarterly publication. Regular issues of *California History* are perfect-bound, approximately 80 pages in length, and sell for \$12.00, plus tax. Basic annual membership in the California Historical Society, including a subscription to *California History*, begins at \$55.00.

CIRCULATION AND READERSHIP

5,000 circulation, 20,000 approximate readership with pass-along. A recent survey of subscribing members revealed that our readers are well educated and financially secure. More than 75 percent are over 50 years of age, with an annual household income of more than \$50,000; 92 percent have a college or advanced degree, and occupations include business, education, law and service industries, medicine, sales, and retired. Approximately 70 percent of our readers save their issues of *California History* and the rest pass them along to friends, giving advertisers long-term exposure. More than 500 libraries and other educational institutions receive our publication.

ADVERTISING RATES

	Single issue	
Inside front cover (four-color, full page only)	\$ 3,500.00	Discounts for multiple runs: Run 2 times – 5% Discount Run 3 times – 10% Discount Run 4 times – 15% Discount
Inside back cover (four-color, full page only)	\$3,500.00	
Full page (B/W only)	\$1,200.00	
One-half page (B/W only)	\$750.00	
One-quarter page (B/W only)	\$400.00	

POLICY

California History welcomes advertisements for products and services appropriate to members of the California Historical Society and other readers of the publication. *California History* reserves the right to reset any ad submitted in paste-up form that does not conform to the magazine's general style. The advertiser will be responsible for any costs incurred. The California Historical Society reserves absolute discretion to reject advertisements for any reason.

MECHANICAL REQUIREMENTS

Trim

Full page

One-half page

One-quarter page

Regular issue

8 1/2" wide by 11" tall

7" wide by 9 1/2" tall

7" wide by 4 5/8" tall

3 5/16" wide by 4 5/8" tall

Bleeds must be within the maximum size of the ad.

SPECIFICATIONS FOR SUBMISSION OF DIGITAL AD FILES

The printer prefers ad art to be submitted as follows:

In the application that it was created, i.e. QuarkXpress, Illustrator

Application file with fonts and images included

Fonts—Type 1 postscript

Images—300 to 600 dpi tiff. Tiff files are preferred, but if only a jpeg is available it must be at the highest resolution (10-12)

Line art—1200 dpi tiff

PDF files are accepted. All images and fonts must be embedded.

The California Historical Society, founded in 1871, is a statewide, privately funded, nonprofit educational institution, designated by the California Legislature as the state's official historical society. Headquartered in San Francisco, its mission is to engage the public's interest and participation in collecting, preserving, and presenting art, artifacts, and written materials relevant to the history of California, and to support historical research, publication, and educational activities. CHS does this through educational programs, changing museum exhibitions, access to its research library collections, and publications that encourage interest in the historical events and ideas that shape life in California today.

Ad Sizes for *california* HISTORY

$3\frac{3}{8}$ " wide
VERTICLE
HALF PAGE
x 9" tall

7" wide
FULL PAGE
x 9" tall

$3\frac{3}{8}$ " wide
QUARTER
PAGE
x $4\frac{5}{8}$ " tall

7" wide
HORIZONTAL
HALF PAGE
x $4\frac{5}{8}$ " tall

All sizes are maximum dimensions.
Bleeds must not exceed dimensions.