



An Emphasis on Preservation Education

Reach an audience of practitioners looking to add to their knowledge of the field or further their preservation education. The Preservation Education section is available in the Fall and Winter issues of *Preservation* and includes a reader services listing, logo, and a link directly to your website. Combine print and online advertising to expand your reach to our email audience of almost 175,000 supporters.

“I’m a public historian and art history major interested in historic preservation as a career. I absolutely enjoy *Preservation*.”

—Preservation Reader*

See rates on backside.

PRESERVATION AT A GLANCE

- Circulation:** 125,000
- Readership:** 300,000
- Frequency:** 4 times per year
- Readership:** Affluent, active, educated
- Website:** SavingPlaces.org

*Readex Research reader study, April 2014

VALUE ADDED FOR ALL ADVERTISERS: Spotlight on Advertisers direct response program— in print and online

PRESERVATION EDUCATION—RATES

Package	Print Ad Size	Email Newsletter Banner	Rate
Half page print + online	1/2 page	2 sends	\$4,000
Third page print + online	1/3 page	1 send	\$2,500
Sixth page print + online	1/6 page	1 send	\$1,500
Sixth page print only	1/6 page		\$1,200

MATERIAL SUBMISSION

Email: Advertising@savingplaces.org
Submit Calendar Events: SavingPlaces.org/calendar
Reader Response: SavingPlaces.org/Advertisers

CLOSING DATES

WINTER 2019

Closing: Nov. 5, 2018
Materials Due: Nov. 19, 2018

FALL 2019

Closing: Aug. 19, 2019
Materials Due: Aug. 26, 2019

PRINT SPECS

- 1/2 page**
7.25" x 4.375"
- 1/3 page square**
4.75" x 4.375"
- 1/6 page**
2.25" x 4.375"

DIGITAL SPECS

300 x 250 pixels



BENJAMIN RASMUSSEN