America’s towns and cities are filled with historic neighborhoods, streets, monuments, and parks that shed light on our nation’s historic past. Experiencing them directly is one of the best ways to learn about the value and joy of our collective history.

The National Trust’s Main Street Center is instrumental in the revitalization of historic town centers across the country. Preservation magazine highlights a variety of these historic destinations in each issue. Share the story of your historic community with an audience that has a passion for exploring.

**PRESERVATION READERS ARE ENTHUSIASTIC SUPPORTERS OF HISTORIC DESTINATIONS**

- 76% have visited a historic city or town in the past two years
- 70% enjoy historic home and garden tours
- 56% enjoy cultural/heritage fairs

*Reader Research reader study, April 2014*
CLOSING DATES
SUMMER 2020
Closing: May 13, 2020
Materials Due: May 19, 2020

SPECS
Full page/no bleed
7.25" x 9.5"
Full page/bleed
8.75" x 10.75"
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"

SPECIAL SECTIONS—RATES (GROSS) AND VALUE ADDED

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Gross Rate</th>
<th>Advertorial</th>
<th>Photos</th>
<th>Reader Services</th>
<th>Online Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$12,900</td>
<td>120 words</td>
<td>2</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$8,200</td>
<td>80 words</td>
<td>1-2</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>$5,900</td>
<td>60 words</td>
<td>1</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,800</td>
<td>45 words</td>
<td>1</td>
<td>3 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

*Special section full page ads run outside of section.

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

MATERIAL SUBMISSION
Email: Advertising@savingplaces.org
Submit Calendar Events: SavingPlaces.org/calendar