



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 220,000 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 (GROSS)

Package	Print Ad Size	Email Newsletter Banner	Rate
Full page print + online	full page	2 sends	\$6,500
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 2020****Closing:**

Nov. 4, 2019

Materials Due:

Nov. 12, 2019

FALL 2020**Closing:**

Aug. 19, 2020

Materials Due:

Aug. 28, 2020

PRINT SPECS**full page**

7.25" x 9.5"

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

