“Totally heterodox and orthogonal to our normal political divisions. Always thought-provoking.”

—Chris Hayes, MSNBC
Demographics

The American Conservative publishes a bimonthly print magazine and website.

Average monthly unique visitors to www.TheAmericanConservative.com*:

557,000

Average monthly visits:

1,400,000

Average monthly page impressions:

2,400,000

*all stats taken over period November 2016–April 2017

Readers of www.TheAmericanConservative.com are highly educated, affluent, and independently-minded:

44% have some postgraduate degree
21% have a total household income greater than $100k
61% are registered Independent
95% male
79% age 45 or younger
TAC on Twitter

Read @roddreher on J.D. Vance’s “Hillbilly Elegy”:

Remember when they tried to run Buchanan out of the GOP? How’d that work out?

I hope you’ll stand with me and Senator Murphy and urge Congress to support this important legislation.

“1his is why it is vital to support religious liberty legal organizations like ADF and the Becket Fund.”

Love seeing my @MotherJones reporting cited in @amconmag. Protecting public health isn’t a conservative or liberal issue, but a human one.

More essential reading on Trumpism: an interview with the author of “Hillbilly Elegy”: theamericanconservative.com/dreher/trump-u ...

Trump: Tribune Of Poor White People

I wrote last week about the new nonfiction book Hillbilly Elegy: A Memoir of a Family and a Culture in Crisis by J.D. Vance, the Yale Law School graduate who grew up in the poverty and chaos of ...
“The American Conservative has become one of the more dynamic spots on the political Web. Writers like Rod Dreher and Daniel Larison tend to be suspicious of bigness: big corporations, big government, a big military, concentrated power and concentrated wealth.”

—David Brooks, The New York Times
# PRINT ADVERTISING

## General Advertising Rates

### 4-color

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,350</td>
<td>$3,195</td>
<td>$2,876</td>
<td></td>
</tr>
<tr>
<td>2/3</td>
<td>2,840</td>
<td>2,556</td>
<td>2,300</td>
<td></td>
</tr>
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</tr>
<tr>
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<td>2,272</td>
<td>2,045</td>
<td>1,840</td>
<td></td>
</tr>
<tr>
<td>1/3 vertical</td>
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<td>1,636</td>
<td>1,472</td>
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</tr>
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### Black and White

<table>
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<tr>
<th>Ad Sizes</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
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<td>Full Page</td>
<td>$2,350</td>
<td>$2,115</td>
<td>$1,904</td>
<td></td>
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<tr>
<td>2/3</td>
<td>1,880</td>
<td>1,692</td>
<td>1,523</td>
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<tr>
<td>1/2 horizontal</td>
<td>1,504</td>
<td>1,354</td>
<td>1,218</td>
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<tr>
<td>1/2 island</td>
<td>1,504</td>
<td>1,354</td>
<td>1,218</td>
<td></td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>1,203</td>
<td>1,083</td>
<td>975</td>
<td></td>
</tr>
<tr>
<td>1/3 square</td>
<td>1,203</td>
<td>1,083</td>
<td>975</td>
<td></td>
</tr>
<tr>
<td>1/6</td>
<td>962</td>
<td>866</td>
<td>780</td>
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## Book Publisher Rates

### 4-color

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<th>Ad Sizes</th>
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<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
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<td>$1,713</td>
<td>$1,542</td>
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</tr>
<tr>
<td>2/3</td>
<td>1,523</td>
<td>1,371</td>
<td>1,233</td>
<td></td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>1,218</td>
<td>1,096</td>
<td>987</td>
<td></td>
</tr>
<tr>
<td>1/2 island</td>
<td>1,218</td>
<td>1,096</td>
<td>987</td>
<td></td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>975</td>
<td>877</td>
<td>789</td>
<td></td>
</tr>
<tr>
<td>1/3 square</td>
<td>975</td>
<td>877</td>
<td>789</td>
<td></td>
</tr>
<tr>
<td>1/6</td>
<td>780</td>
<td>702</td>
<td>632</td>
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</tr>
</tbody>
</table>

### Black and White

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<td>987</td>
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<tr>
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<td>780</td>
<td>702</td>
<td>632</td>
<td></td>
</tr>
</tbody>
</table>
Advertising Production Requirements

Printing
Web offset. Text and cover on newsprint. Saddle stitched.

Trim Size
8” × 10½”

Safety
Live matter must be kept within ¼” of the trim size.

Bleed Size
One Page – 8½” × 11”
Two Page Spread – 16½” × 11”

Standard Unit Sizes
Full Page – 7” × 9½”
½ Page – 4¾” × 9½”
¾ Page – 7” × 5”
½ Page (Island) – 4¾” × 6¼”
½ Page (Vertical) – 2¾” × 9¼”
½ Page (Square) – 4¾” × 4¾”
¾ Page – 2¾” × 4¾”

Material
Advertising must be submitted digitally by one of the following methods:

- As email attachment. Recommended only for digital files under 5MB. Multiple files should be compressed into one archive. Email to: rburr@burrmediagroup.com
- Via FTP. Multiple files should be compressed into one archive. Notification of transfers should be sent by email.

Acceptable Formats
Acrobat Distiller processed PostScript files. Embed fonts and set resolution to 2400 dpi. Images must meet specs before processing (no RGB, jpeg, or low-resolution—see “Color” and “Images.”)

Encapsulated PostScript (EPS) files. Include any separate images placed in the file. Type must be converted to outlines if file is created with a PC. If using a Mac, either convert type to outlines or include all fonts used.

Image files. 1200 dpi bitmap TIFF files are acceptable for black and white ads with no halftones. 300 dpi CMYK or grayscale TIFF files are acceptable for ads with halftone images, but are not recommended for ads with body text or small type. CMYK ads may be converted to 300 dpi RGB JPEGs to make smaller files for email or FTP transmission.

Color
Full color ads must use CMYK color space only; if two-color, specify “PANTONE 293” as the second color. One-color ads should use black only. Do not use RGB, Lab, or indexed color.

Total ink densities of color ads and images should not exceed 260%.

Colorization of the backgrounds of grayscale TIFFs is not supported.

Images
All image files in ads must be in either TIFF or EPS format without internal compression such as LZW or JPEG.

Resolution of scanned grayscale or color halftone images should be 300 dpi at 100%. Bitmap images should be 800 dpi to 1200 dpi at 100%.

In grayscale images, highlights should not be less than 3% and shadows should not be more than 93%. Follow SWOP standards for 30% dot gain.

Clipping paths should have a Flatness setting of 4. Complex clipping paths should be avoided.

Remove halftone screening information or transfer curves from EPS files.

Remove any extra channels, unused paths, and color profiles from images.

Charts, illustrations, and graphics produced with word processing, presentation software, or spreadsheet programs are not usable.

QuarkXpress for Mac, version 4.0 to 6.x. Collect images and fonts for output and supply with the Quark file. Advertiser must supply all screen and printer fonts used.
“One of the few places on the right currently interested in ideas and debate rather than propaganda for power [...] the best conservative magazine in America right now.”

—Andrew Sullivan, The Dish
WEB ADVERTISING

Web Advertising Placements

Top Leaderboard

Lightbox

Billboard

Home Page Editorial Well

728 × 90 px

450 × 514

970 × 250 px

300 × 250
Web Advertising Specs

**Acceptable Formats**
- Flash (SWF)
- JPEG (static) and GIF (animated and static)

**Restrictions**
- No ActiveX controls
- No Java applets
- Flash SWF files should not animate in a loop longer than 15 seconds per pass; indefinite passes are fine

**File Size**
- Overall file size of any single advertisement should not exceed 30kb if GIF or JPEG, 60kb if SWF

Advertisements must be submitted by email to: rbur@burrmediagroup.com

**Rates**
- Top Leaderboard: $10 CPM
- Top Right Medium Rectangle: $10 CPM
- Lower Medium Rectangle: $8 CPM
- Lightbox: $35 CPM
- Billboard: $35 CPM
- Geographic select by State, Designated Marketing Area, or Zip Code: $35 CPM

For more information contact:
Ronald E. Burr
Burr Media Group LLC
Vienna, VA 22183
(703) 893-3632
rburr@burrmediagroup.com