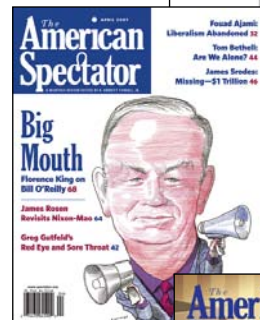
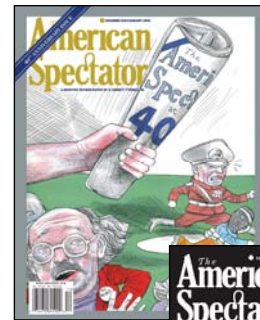


## 2009 RATE CARD



The American Spectator offers highly competitive rates. Special rates for non-profit organizations, ad agencies and book publishers are also available upon request.



FOUR COLOR	1X	3X	6X	10X
Full Page	2,795	2,525	2,325	2,150
Cover 4	3,295	3,195	3,095	2,995
2/3 Page	2,325	2,095	1,950	1,795
1/2 Page	1,950	1,775	1,625	1,495
1/3 Page	1,495	1,350	1,250	1,175

BLACK & WHITE	1X	3X	6X	10X
Full Page	2,395	2,175	1,995	1,850
2/3 Page	1,950	1,775	1,625	1,525
1/2 Page	1,595	1,450	1,350	1,250
1/3 Page	1,350	1,225	1,150	1,050
1/4 Page	1,095	995	925	875

Please contact us for additional information on advertising packages that include digital magazine placement opportunities such as digital blow-in cards and banner ads. Combination packages with Spectator.org are also available.

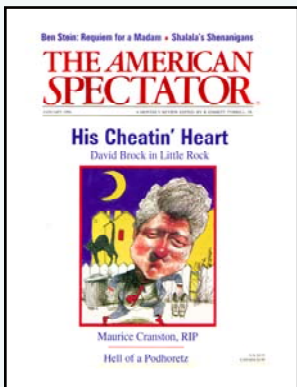
# 2009 ABOUT US

Contact:  
Katherine Ruddy  
Advertising Manager

A | 1611 North Kent St.  
Suite 901  
Arlington VA 22209

P | 703.807.2011 x22

F | 703.807.2013



- National subscription base of affluent decision makers that shape opinion
- Available online in digital format, free to subscribers
- Hand-delivered monthly to all members on Capitol Hill
- Frequently quoted by national TV and radio news personalities

## America's Most Intelligent Political Magazine

Online Media Kit: [www.spectator.org/advertise](http://www.spectator.org/advertise)

For nearly four decades *The American Spectator* has courageously delivered some of the nation's most influential reporting and commentary, reaching a fine-tuned audience of affluent, well-educated, and involved decision-makers and leaders.

Headquartered within the Capital Beltway, *The American Spectator* and Spectator.org enjoy the vantage point of a strong Capitol Hill presence. From daily web reporting and blogging to monthly investigative features in the magazine, *The American Spectator* engages readers with unmatched intelligent journalism. The magazine is also hand-delivered monthly to each member of Congress.

*The American Spectator* is available on newsstands across the country and in major book stores such as Barnes & Noble and Borders Books & Music. It can also be found in its entirety on Spectator.org -- currently free to all print subscribers and available as a digital subscription to web readers.

*The American Spectator's* new digital magazine is an exact replica of the monthly print edition, equipped with convenient search functions, viewing options, and the

capability to e-mail articles. *AmSpec Digital* has quickly acquired popularity with its subscribers who gain complete access to both the current issue and the archives. All print ads are also featured and linked to their corresponding websites. This service is free to all magazine advertisers.



## 2009 EDITORIAL CALENDAR

*The American Spectator* is published monthly, except for two combined issues -- July/August and December/January. Unless special arrangements are made in advance, all insertion orders are due by the closing date and all artwork must be submitted by the materials due date and should be accompanied by a SWOP-certified contract proof before publication.



### 2009 EDITORIAL SCHEDULE

#### Monthly Commentary

- **Ben Stein's Diary:** Benjamin J. Stein
- **The Continuing Crisis:** R. Emmett Tyrrell, Jr.
- **Politics:** John H. Fund
- **Economics:** Brian Wesbury
- **Science/Environment:** Tom Bethell
- **Culture:** Stephen Moore

#### Monthly Reviews

- **Arts & Culture:** Roger Scruton
- **Report from Europe:** Joseph Harris
- **Movies:** James Bowman
- **Religion:** Jonathan Aitken
- **Presswatch:** James Taranto
- **Catalyst Essay Series**

### 2009 PRODUCTION SCHEDULE

Issue:	Closing Date:	Materials Due:	Mail Date:	On Sale Date:
February	December 10	December 15	January 14	February 2
March	January 26	January 30	February 11	March 2
April	February 23	February 27	March 11	April 6
May	March 25	March 31	April 8	May 5
June	April 24	April 30	May 13	June 2
July/August	May 25	May 29	June 10	July 7
September	July 27	July 31	August 12	September 1
October	August 24	August 28	September 9	October 6
November	September 24	September 30	October 14	November 3
Dec/Jan	October 26	October 30	November 11	December 1

## 2009 READER PROFILE

Readers of *The American Spectator* are well-educated, intelligent, and involved in today's issues. As active, concerned citizens, *AmSpec* readers contribute to charitable organizations and write letters to the editor and to elected officials. They are community leaders, Capitol Hill decision makers, and devoted conservatives.

Many subscribers have been loyal to *AmSpec* for more than 20 years. Each issue, engaged readers take the time to carefully absorb articles and commentary from cover to cover on business trips, from their home, or from their personal computer.

*The American Spectator* not only informs and entertains its readers, it also creates an up-swelling of opinion that drives policy. Its readers are influential in political, educational, and grassroots circles throughout the country.

### TOP-LINE DEMOGRAPHICS

Sex	
Male	86%
Female	14%
Age	
Under 50	16%
40 - 59	21%
60 +	63%
Education	
College Degree	79%
Post-Graduate	45%
AA/Vocational	12%
Household Income	
\$100,000+	40%
\$250,000+	08%
Career Track	
Professional/Managerial	36%
Government	07%
Owner/Partner	33%
Retired	33%
Dedicated Subscribers	
Paid Subscribers	68%
Subscribers for 6+ yrs.	70%
Subscribers for 10+ yrs.	35%

### Affluence

18% of subscribers to *The American Spectator* are classified within the top five percentile of wealth in the United States. They hold positions as business executives, board members of publicly-traded companies, and/or have assets that far exceed the national average.

10% of subscribers to *The American Spectator* hold active investment portfolios of up to \$1,000,000. Many are self-identified philanthropists that have contributed a minimum gift of \$50,000 to non-profit institutions.

### LIFESTYLE

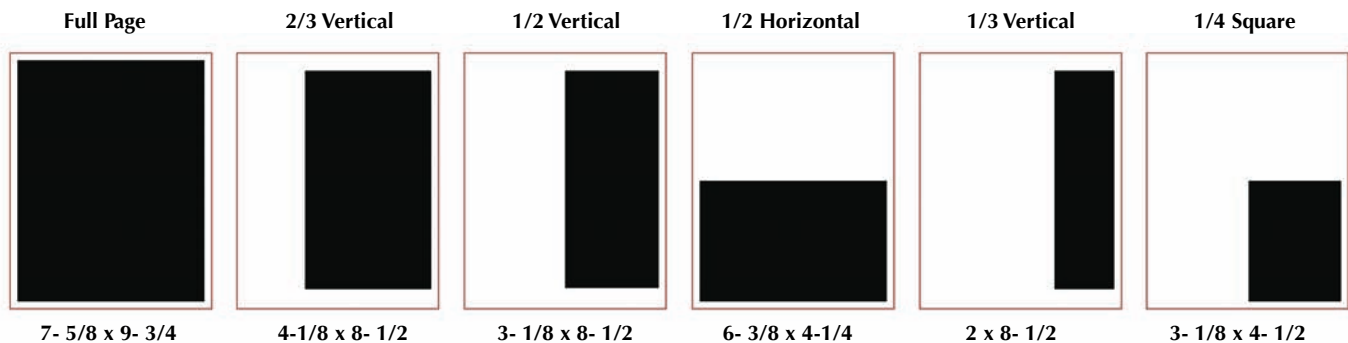
Home Ownership	
Own Home	89%
Activities	
Traveling Abroad	34%
Hunting/Fishing	27%
Visiting Museums	55%
Playing Golf/Tennis	24%
Spectator Sports	55%
Cruises	20%
Marital Status	
Married	69%
Travel	
Leisure Trips Last Year	79%
4+ Leisure Trips	20%
Business Trips Last Year	40%
4+ Business Trips	17%

### PURCHASING POWER

Online Spending Per Year	
Purchased Products/Services Online	67%
\$500 - \$1,000	15%
\$1,000+	22%
Magazine Spending Per Year	
Bought from a Magazine	62%
\$500 - \$1,000	10%
\$1,000+	06%
Books Purchased Last Year	
10 - 20 Books	35%
20 - 30 Books	14%
30+ Books	16%
Types of Books Purchased	
Fiction	48%
History	70%
Biography	51%
Political	74%

# 2009 PRODUCTION SPECIFICATIONS

## PAGE DIMENSIONS



### Page Dimensions

Trim Size (actual page size): 8-3/8" x 10-1/2"  
Live Image Area: 7-5/8" x 9-3/4"  
Bleed (1/4" added to trim): 8-5/8" x 10-3/4"

### Creating PDF X1/a

- All high-resolution images and fonts must be included when the Postscript file is saved
- No TrueType fonts or font substitutions
- No RGB or JPEG images
- Do not nest EPS files into other EPS files
- Do not embed ICC profiles
- Ensure that OPI comments are turned off
- Maximum density: 300%
- Minimum dot value: 7% (less than this will not hold ink)
- Maximum screened dot value: 85% (more than this will saturate to a solid)
- Final file should include crop marks 1/4" away from trim
- Thin lines or medium to small type (10pts. or less) should be restricted to two colors
- Knockouts (reverse type) should be made with no more than two colors
- Small lettering and fine serifs should not be used
- Process-build screens should be limited to 2 colors for optimum quality
- Do not apply attributes or modify graphics within the page layout program; use the originating application
- Convert all images to CMYK. Use CMYK builds in the page layout program unless printing a specific spot color on press

### Artwork Submission

Artwork can either be shipped or e-mailed. Ftp access is also available upon request.

### Shipping:

Attn: Advertising, The American Spectator  
1611 N. Kent St., Ste. 901  
Arlington, VA 22209

**E-mail:** Ruddy@spectator.org

### Supplied Contract Proof Specifications

All proofs provided should be printed on paper similar to the actual product stock. Contract proofs must conform to SWOP standards.

- SWOP Proofing Standards (Standards for Web Offset Printing) Specifications can be found at: [www.swop.org](http://www.swop.org)
- Proofs provided that do not meet SWOP standards will only be used on press when specifically requested. Accurate press match cannot be guaranteed with these proofs

### Supplied Inserts

- Jog to the head and require a 1/8" trim
- Require a minimum hanger size of 3-1/2"
- Must be supplied flat if less than 7" in height and supplied folded if greater than 7" in height
- Center spread inserts should be supplied folded

### Shipping for Supplied Inserts Only:

Attn: Karla Payne c/o American Spectator  
Brown Printing  
668 Gravel Pike  
East Greenville, PA 18041