



UDC

Magazine
UNITED DAUGHTERS OF THE CONFEDERACY®

2007 MEDIA KIT

Circulation ★ Rates & Conditions ★ Insertion Order



Circulation & Readership

UDC MAGAZINE, the official publication of the United Daughters of the Confederacy,[®] is published eleven times a year, with a combined June/ July issue. UDC MAGAZINE reaches approximately 7,500 paid subscribers including UDC members, genealogists, schools, libraries, and others interested in War Between the States history. Bonus distribution includes national, state, and local UDC conventions and related events.

Rates & Conditions

ADVERTISING RATES

Effective January 1, 2007

BLACK & WHITE	1X	3X	6X	11X
Full Page	\$866	\$819	\$788	\$735
Spread	1560	1475	1419	1323
2/3 Page	646	614	581	549
1/2 Page	525	499	473	447
1/3 Page	347	330	315	294
1/6 Page	210	195	184	173
Four-inch	160	148	140	132
Three-inch	130	121	114	108
Two-inch	110	102	97	91

BLACK & WHITE COVERS

Back	\$1040	\$983	\$946	\$882
Inside Front/Inside Back	996	942	906	845

4-COLOR	1X	3X	6X	11X
Full Page	\$2315	\$2220	\$2150	\$2075
Spread	4167	3996	3870	3735

4-COLOR COVERS

Back	\$2778	\$2664	\$2580	\$2490
Inside Front/Inside Back	2663	2553	2473	2386

OTHER PLACEMENTS

Rate plus 15%

CLOSINGS: Ad copy and payment (payable to "Treasurer General, UDC) must be received sixty (60) days prior to issue date. Ad will not be published until payment is received. **PREVIOUS ADVERTISING COPY WILL BE REPEATED IF NEW COPY IS NOT RECEIVED BY CLOSING DATE.** All advertising is subject to the approval of the United Daughters of the Confederacy.[®]

OTHER SERVICES AVAILABLE: Special sections, inserts, and advertising and editorial reprints rates are available upon request. Please call for specifications prior to preparing your material.

MECHANICAL REQUIREMENTS

Trim size: 8¹/₈" x 10⁷/₈" Bleed size: 8³/₈" x 11¹/₈"

SWOP standards apply.

Preferred Material: Electronic files. (See "Submission of Electronic Files" for more information.)

Line Screen: A 150-line screen is recommended.

Color Proofs: Prepared according to SWOP standards.

Submission of Electronic Files: PDF files must be optimized for press at a resolution of at least 300 dpi. No RGB or images or Pantone colors. Computer files created in Quark XPress, Illustrator, and Adobe Photoshop will be accepted. Quark and Illustrator files must be accompanied by the necessary graphic and font files. All font files must be Mac-based. Laser proofs should accompany all electronic ads. High-resolution digital proofs will be accepted as color proofs. Accepted media include floppy disk, CD, DVD. Publisher assumes no responsibility for files that are not prepared properly. Contact Carole Brannon at (888) 724-2101 for more information.

Storage of Reproduction Materials: Original production material left in Publisher's possession is destroyed twelve (12) months from the date of the last issue it was used unless Publisher is notified in writing.

Shipping Instructions: Ship advertising materials and proofs to: *UDC Magazine*, UDC Business Office, 328 North Boulevard, Richmond, VA 23220-4009; (804) 355-1636; Fax: (804) 353-1396; e-mail: magazine@hqudc.org.

UDC will produce ads free of charge. To avoid **production charges**, advertisers should provide ad copy, high resolution photographs, art, logos, etc.

AD DIMENSIONS

SIZE	WIDTH	HEIGHT
Full page.....	7 ¹ / ₂ " (7.5)	10 ³ / ₈ " (10.375)
Full bleed.....	8 ³ / ₈ " (8.375)	11 ¹ / ₈ " (11.125)
2/3 page horizontal.....	7 ¹ / ₂ " (7.5)	7" (7.000)
2/3 page vertical.....	4 ⁵ / ₈ " (4.833)	9 ² / ₃ " (9.666)
1/2 page vertical (island).....	4 ⁵ / ₈ " (4.833)	7" (7.000)
1/2 page horizontal.....	7 ¹ / ₂ " (7.5)	4 ³ / ₈ " (4.833)
1/3 page horizontal.....	7 ¹ / ₂ " (7.5)	3 ¹ / ₈ " (3.166)
1/3 page vertical.....	2 ¹ / ₃ " (2.333)	9 ² / ₃ " (9.666)
1/3 page square.....	4 ⁵ / ₈ " (4.833)	4 ⁵ / ₈ " (4.833)
1/6 page vertical.....	2 ¹ / ₃ " (2.333)	4 ⁵ / ₈ " (4.833)
1/6 page horizontal.....	4 ⁵ / ₈ " (4.833)	2 ¹ / ₃ " (2.333)
Four-inch.....	2 ¹ / ₃ " (2.333)	4" (4.000)
Three-inch.....	2 ¹ / ₃ " (2.333)	3" (3.000)
Two-inch.....	2 ¹ / ₃ " (2.333)	2" (2.000)

SEND PAYMENT AND MATERIALS TO:

Magazine Coordinator
UDC Business Office
328 North Boulevard

Richmond, VA 23220-4009

(804) 355-1636 • FAX: (804) 353-1396 • E-mail: magazine@hqudc.org



UDC Business Office
 328 North Boulevard
 Richmond, VA 23220-4009
 (804) 355-1636 • FAX (804) 353-1396
 E-mail: magazine@hqudc.org

COMMERCIAL ADVERTISING CONTRACT

DATE: _____

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

PHONE: _____ FAX: _____ EMAIL _____

CLIENT _____ TOTAL INSERTIONS: _____

REMARKS _____

ADVERTISING SCHEDULE

<u>ISSUE</u>	<u>YEAR</u>	<u>SIZE</u>	<u>COLOR</u>	<u>SHAPE</u>	<u>RATE PER INSERTION</u>	<u>ISSUE</u>	<u>YEAR</u>	<u>SIZE</u>	<u>COLOR</u>	<u>SHAPE</u>	<u>RATE PER INSERTION</u>	
JAN	___	___	___	___	\$ _____	AUG	___	___	___	___	\$ _____	
FEB	___	___	___	___	\$ _____	SEP	___	___	___	___	\$ _____	
MAR	___	___	___	___	\$ _____	OCT	___	___	___	___	\$ _____	
APR	___	___	___	___	\$ _____	NOV	___	___	___	___	\$ _____	
MAY	___	___	___	___	\$ _____	DEC	___	___	___	___	\$ _____	
J/J	___	___	___	___	\$ _____							
											TOTAL DUE	\$ _____

ADVERTISER/AGENT _____ **DATE** _____

(Authorized Signature)

Mail advertising copy, contract, and payment
 (PAYABLE TO TREASURER GENERAL, UDC) to:

Magazine Coordinator
UDC MAGAZINE
UDC Business Office
328 North Boulevard
Richmond, Virginia 23220-4009
 (804) 355-1636 • FAX (804) 353-1396
 E-MAIL magazine@hqudc.org

FOR OFFICE USE ONLY	
ISSUE:	_____
DATE REC'D	_____
CHECK #	_____
AMOUNT	_____
CHECK DATE	_____
COMPLIMENTARY ISSUE SHIPPED	_____

PUBLISHER'S CONDITIONS AND COPY REGULATIONS

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which she feels is not in keeping with the publication's standards.
2. The publisher's liability for any error will not exceed the charge for the advertisement in question.
3. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
4. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement," in a type size at least equal to that of the smallest size appearing in the advertisement, with copy which in the publisher's opinion resembles editorial matter.
5. Requests for specific position are given consideration but no guarantee is made unless position premium has been provided for in the contract.
6. Advertisements set and not used will be charged for composition and other direct expenses.
7. A contract (except for cover, preferred and special positions or incentive plan) may be suspended or cancelled upon thirty (30) days written notice, and rate will be adjusted to that earned by actual number of insertions.
8. Publisher offers no cash discounts.
9. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract, when they conflict with the terms and conditions herein or any amendment hereto. All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
10. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the Commonwealth of Virginia, United States of America.

TO ADVERTISE IN UDC MAGAZINE CONTACT:

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Richmond, VA 23220-4009
(804) 355-1636 • FAX: (804) 353-1396
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www.hqdc.org