

THE AMERICAN Prospect

LIBERAL INTELLIGENCE

AD RATES 2006

Black and White	1x	3x	6x	10x
Full Page	\$2,940	\$2,645	\$2,500	\$2,205
One-half	\$1,940	\$1,745	\$1,650	\$1,455
One-third	\$1,470	\$1,325	\$1,250	\$1,105
One-quarter	\$1,030	\$925	\$875	\$770
One-sixth	\$825	\$740	\$700	\$615
Opposite TOC	\$3,235	\$2,911	\$2,750	\$2,425
First Right-Hand Page	\$3,235	\$2,911	\$2,750	\$2,425
Inside Back Cover	\$3,380	\$3,045	\$2,875	\$2,535
Inside Front Cover	\$3,820	\$3,440	\$3,250	\$2,865
Back Cover	\$4,410	\$3,970	\$3,750	\$3,310
2-Page Spread	\$5,585	\$5,025	\$4,745	\$4,190
Inside Front Spread	\$7,205	\$6,485	\$6,120	\$5,400
2-sheet Insert	\$10,585	\$9,525	\$8,995	\$7,940

Color	1x	3x	6x	10x
Full Page	\$3,675	\$3,310	\$3,125	\$2,755
One-half	\$2,425	\$2,185	\$2,060	\$1,820
One-third	\$1,840	\$1,655	\$1,560	\$1,380
One-quarter	\$1,285	\$1,160	\$1,095	\$965
One-sixth	\$1,030	\$925	\$875	\$770
Opposite TOC	\$4,040	\$3,640	\$3,435	\$3,030
First Right-Hand Page	\$4,040	\$3,640	\$3,435	\$3,030
Inside Back Cover	\$4,225	\$3,805	\$3,590	\$3,170
Inside Front Cover	\$4,780	\$4,300	\$4,060	\$3,585
Back Cover	\$5,510	\$4,960	\$4,685	\$4,135
2-Page Spread	\$6,985	\$6,285	\$5,935	\$5,235
Inside Front Spread	\$9,005	\$8,105	\$7,655	\$6,755

SCHEDULE 2006

Issue	On Sale Date	Reservations Due	Materials Due	Special Issues
January	30-Dec	18-Nov	25-Nov	
February	28-Jan	16-Dec	23-Dec	
March	4-Mar	20-Jan	27-Jan	
April	1-Apr	17-Feb	24-Feb	Spring Books
May	29-Apr	17-Mar	24-Mar	
June	2-Jun	21-Apr	28-Apr	Summer Books
July	30-Jun	19-May	26-May	
August	28-Jul	16-Jun	23-Jun	
September	25-Aug	14-Jul	21-Jul	
October	29-Sep	18-Aug	25-Aug	
November	3-Nov	22-Sep	29-Sep	Fall Books
December	1-Dec	20-Oct	27-Oct	
January 2007	29-Dec	17-Nov	24-Nov	

ADVERTISING DISCOUNTS

- Non-profit organizations receive a 50% discount
- Agencies receive a 15% discount.
- Publishers receive a 30% discount.

SUBMITTING MATERIALS

The American Prospect encourages advertisers to supply materials in digital form. We prefer either Quark XPress files with all images and fonts collected or high-res PDFs with fonts embedded. All image files should be supplied in TIFF or EPS format, CMYK at 300 DPI. All printer and screen fonts should be for Mac. Files should be zipped (PC) or stuffed (Mac) and sent on CD-ROM, emailed or delivered by FTP. FTP instructions are available upon request.

CONTACT INFORMATION

Advertising Department
The American Prospect
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 202.776.0740 fax
 advertising@prospect.org

NEW AD SIZES (in inches)

		Trim size	8 x 10.5
		Full-page bleed	8.25 x 10.75
		Full page	7 x 9.5
		1/2 vertical	3.375 x 9.167
		1/2 horizontal	7 x 4.5
		1/3 vertical	2.23 x 9.167
		1/3 square	4.63 x 4.5
		1/4 page	3.375 x 4.5
		1/6 vertical	2.23 x 4.5

WEB ADVERTISING

The American Prospect offers one of the most popular political Web magazines and blogs at www.prospect.org. New content is published daily to compliment the print magazine coverage.

IMPACT

The American Prospect Online reaches an average of 300,000 unique readers per month who are engaged in political and cultural commentary.

WEB AUDIENCE*

Male.....	63%
Female.....	37%
Median age.....	45
Median household income.....	\$70,000

HIGHEST LEVEL OF EDUCATION

College degree.....	22%
Graduate work or degree.....	36%
Doctorate.....	19%

WEB RATES

TAP Online offers banner, e-newsletter, and blog advertising:

BANNER ADS

Banner ad placement on www.prospect.org.

Rate	Format
\$25 CPM (minimum of 10,000 impressions)	Banners should be in GIF, JPEG or Real Media Format, not to exceed 12K in size. Banners are 260 x 70 pixels.

E-NEWSLETTER ADS

For a very targeted audience (8000 names and counting), advertisers may choose to advertise in the *Prospect's* E-newsletter.

Rate	Format
\$50 CPM	E-newsletter ads must be in plain text.

BLOG ADS

The *Prospect's* blog, *TAPPED*, is managed by Blogads.com. To view current rates and book an ad on the blog please visit www.prospect.org/weblog and click on the "Advertise on TAPPED" link below the blog ads.

WEB LEAD TIME

Advertisers must submit artwork three business days prior to the beginning of the campaign.

ADVERTISING POLICIES

DISCOUNTS & CONTRACTS

Frequency discounts are granted to all contract advertisers. Advertisers must fulfill the obligations of their contracts within one year. The rate card effective at the time a contract is signed will apply to all insertions under that contract.

CANCELLATIONS

Cancellations or changes are not accepted after material due date. Cancellations of any portion of the contract nullify frequency discounts.

COPY AND CONTRACT REGULATIONS

Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof. In consideration of such publication, advertiser and agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

- All contents are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
- Positioning of advertisements is at the discretion of the publisher except where specific preferred positions are covered by written commitment by publisher.
- Key numbers are not guaranteed. No rebate allowed for errors due to insertion of a wrong number.
- All insertion orders are accepted subject to provisions of our current rate card. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. The word "advertisement" may be printed at the top of advertisements that resemble editorial matter.

WHO ADVERTISES WITH US

Domini Social Investments	Planned Parenthood	Boston Review	Families USA
Prometheus Books	Georgetown University Press	SEIU	Fulcrum Publishing
Economic Policy Institute	Common Sense for Drug Policy	Equal Justice Works	Island Press
Hightower Lowdown	In These Times	Brookings Institution Press	Polipoint Press
AFL-CIO	Oxford University Press	Children's Defense Fund	St. Martins Press
Century Foundation	Middle East Research and Information Project	People for the American Way	UNITE
Cornell University Press	Routledge	University of North Carolina Press	Voices for Choices
Library of America	Alfred A. Knopf	Harvard University Press	Basic Books
Mother Jones	Houghton Mifflin Company	University of Michigan Press	Perseus Books
AFT	Verso Books	University Press of Kansas	Book of The Month Club
Working Assets	Beacon Press	New York University Press	Eisenhower Foundation
Louisiana State University	Jewish Voice Against the Occupation	Guilford Publications	Air America Radio
Russel Sage Foundation	University of Minnesota Press	Radcliffe Institute for Advanced Study	First Street
Foreign Policy	Georgetown University Press	University of Georgia Press	N+1
AFSCME	Labor Party	MIT Press	Champs-Elysees, Inc
Island Press	Johns Hopkins University Press	Ohio State University Press	Bell + Howell Camera
Pew Charitable Trusts	American Constitution Society	ACLU	Chelsea Green Publishing
University of California Press	Penn State University Press	Apex Press	Center for American Progress
Rosie's Place	Public Citizen's Health Research Group	Bantam Books	SURDNA Foundation
The Progressive	South End Press	Campaign for America's Future	EPI
Cambridge University Press	Harman Consumer Group	Cinema Libre	American Humanist Association
Rock the Vote	University of Chicago Press	Crown Books	Democratic Match.com
The Washington Monthly	Center for Voting and Democracy	DEMOS-USA	The Week
Princeton University Press		E Magazine	The Council for Secular Humanism