



# Civil War News

THE MONTHLY CURRENT EVENTS NEWSPAPER

Civil War News is the leading monthly newspaper for Civil War enthusiasts



## DONT MISS A SINGLE ISSUE!

**AVAILABLE IN BOTH PRINT & DIGITAL SUBSCRIPTIONS**

For over 44 years the Civil War News has been the leading monthly newspaper, covering current events and historical articles.

We provide extensive coverage of preservation efforts, fundraising and threats to historic sites across the country.

### **FEATURED COLUMNS**

Ask the Appraiser, Black Powder White Smoke, Through The Lens, The Unfinished Fight, This & That, The Graphic War, The Source, Critics Corner and many more.

### **BOOK REVIEWS**

Civil War News features over 250 comprehensive and entertaining reviews of all the latest Civil War books.

### **CALENDAR OF EVENTS**

Our Calendar of Events lists more than 500 coming events per year.

### **REENACTMENT COVERAGE**

Photo coverage of many reenactments, living history programs, seminars and Civil War shows.

GET THE LATEST NEWS, PHOTOS, EVENTS, FEATURES, DISPLAY ADS, HISTORICAL ARTICLES, FACT OR FICTION AND MORE

**[WWW.CIVILWARNEWS.COM](http://WWW.CIVILWARNEWS.COM)**

**Historical Publications LLC**

520 Folly Rd., Suite 25 PMB 379, Charleston, SC 29412 • 800-777-1862 • [ads@civilwarnews.com](mailto:ads@civilwarnews.com)

# Civil War News

520 Folly Road, Suite P-379, Charleston, SC 29412  
(800) 777-1862 • ads@civilwarnews.com  
www.civilwarnews.com • Facebook.com/CivilWarNews

## ADVERTISING IN CIVIL WAR NEWS WILL BENEFIT YOUR BUSINESS BECAUSE WE OFFER:

- **SHORT TURNAROUND** the paper is mailed 2 weeks after deadline
- **COMPLIMENTARY SUBSCRIPTION** for ads 20 column inches and above
- **SPECIAL SECTIONS** books, upcoming year's events, Gettysburg, and preservation
- **PROFESSIONAL AD DESIGN** we do typesetting, art and proofs for a small fee
- **RATE DISCOUNTS** based on size and frequency
- **SOCIAL MEDIA PROMOTION** for event advertisers to over 76,000 of our Facebook fans and followers
- **FREE LINKING TO YOUR WEBSITE** in our Digital Edition

Every issue of *Civil War News* is seen by new readers, including non-subscribers who buy single copies at national parks, museums, sutlers and shops, those who request sample issues and those who see back issues that are handed out at events. Our subscribers are people who buy books and artifacts, travel to sites and events, participate in a variety of living history, study and research programs, and support preservation efforts. Their editorial and advertising interests include:



**BOOKS** The newspaper was founded in 1974 as *The Civil War Book Exchange* and still has a major focus on books, publishing well over 200 reviews a year in print and online.

**COMING EVENTS** CWN publishes an extensive calendar in each issue.

**NEWS, LETTERS, COLUMNS AND FEATURES** CWN covers sites, institutions, exhibits, awards, ceremonies, people, collecting, research and more. Columnists Craig Barry, Joe Bilby, Matt Borowick, Steve Davis, Stephanie Hagiwara, Gould Hagler, John Sexton, Michael Shaffer, and Salvatore Cilella write columns about firearms, round tables, images, medicine, preservation, and social and material culture.

**PRESERVATION** No publication gives as much news coverage to preservation matters.

**LIVING HISTORY AND REENACTING** The reenactment and living history community is covered through event reports, color photos in print, on our website gallery and Facebook.

With our broad range of readers, CWN is just the place for your advertising. Readers tell us they enjoy reading every inch of the paper from cover to cover — and that includes the ads.

I will be happy to answer your questions about deadlines, rates and sizes. We are ready to give layout and copy writing assistance. Please give me a call or email. I look forward to working with you.

Sincerely,

*Peggy Melton*

Advertising Manager

# COMMON AD SIZE EXAMPLES

Total column inch measurements can be any number of columns across multiplied by any number of inches down (up to 5 columns W x 14.65" H). Many other sizes are available.

## DEADLINES

All newspapers have two sets of advertising deadlines that are important to follow.

Space Reservation Date: The Space Reservation date is when the ad needs to be booked (ordered) by providing the written insertion order that includes the insertion date(s), ad size and ad rates that you would like to run.

Materials Deadlines: This is the absolute date the ad materials (digital formats) are due to us.

## POSITIONING

ROP (run of paper) – ad placement will be determined by the newspaper and could run in any section/location where there is space available.

Premium placement – If you would like to request that your ad be placed in a specific location, you may secure that placement, depending on what space is available. Placement requests can be guaranteed at an additional cost of 5%.

### BUSINESS CARD • 4.247" X 2.2"

4 column inches

#### Cost per ad:

1 issue = \$84.38

2-4 issues = \$75.94

5-8 issues = \$71.72

9-12 issues = \$67.50

### 1/8 PAGE • 4.247" X 5.44"

10 column inches

#### Cost per ad:

1 issue = \$187.50

2-4 issues = \$168.75

5-8 issues = \$159.37

9-12 issues = \$149.98

### GETTYSBURG SECTION ADVERTISING RATES

For all ads under 1/2 page size  
add \$135 to the appropriate  
frequency rate

1/2 page: \$735 • Full page: \$1,175

Back Page: \$1,410

### 1/4 PAGE • 6.456" X 7.25"

20 column inches - 3 col.

#### Cost per ad:

1 issue = \$329.60

2-4 issues = \$296.64

5-8 issues = \$281.80

9-12 issues = \$267.71

#### MORE 1/4 PAGE SIZES AVAILABLE:

##### Vertical

2 col. 4.247" x 10.875"

##### Long Horizontal

5 col 10.875" X 4.35"

##### Short Horizontal

4 col 8.665" X 5.45"

### 1/2 PAGE • 10.875" X 7.0"

35 column inches

#### Cost per ad:

1 issue = \$584.67

2-4 issues = \$526.20

5-8 issues = \$496.97

9-12 issues = \$467.73

### FULL PAGE • 10.875" X 14.5"

Cost per ad (Back Cover or First Right Hand Page (page number 3) add 20% to each price:

1 issue = \$948.94

2-4 issues = \$854.04

5-8 issues = \$806.60

9-12 issues = \$759.15

# AD FILE REQUIREMENTS/TECHNICAL SPECIFICATIONS

Column widths in inches: Column Inch=Area that is one column wide by one inch high

**1 col. = 2.038"      2 col. = 4.247"      3 col. = 6.456"      4 col. = 8.665"      5 col. = 10.875"**

Any combination of columns and inches is possible up to full page (5 columns W x 14.65" H)

## ELECTRONICALLY SUBMITTED ADS

**Preferred Ad File Format:** Print/Press quality PDF, no bleeds (Version 6+)

**Other accepted Ad File Formats:** InDesign, Adobe Photoshop, Adobe Illustrator

**Application Files:** If you are sending a Adobe Illustrator, InDesign or Photoshop file, please also send all graphics and fonts used (package your InDesign document)

**Fonts:** Fonts should be embedded in your PDF with vector data retained. This gives your text a nice smooth edge. Fonts not embedded will result in raster text (pixilated) and will not print as well. We are not responsible for printing errors due to font issues on submitted ad files.

**Color:** 4-color process CMYK only (we cannot accept RGB or other modes.) We are not responsible for print errors due to non-CMYK color ads.

**Graphics:** Graphics must be a minimum of 300 dpi  
If you are concerned about not being able to send a file that meets our strict quality requirements, we would be happy to design an ad for you for a small fee.

## MATERIAL REQUIREMENTS FOR ADS DESIGNED BY CWN

**Ad Reproduction:** If you have a prepared ad that has been designed for you and are unable to provide it in the formats required, we may be able to replicate the design. You will need to provide us with the graphics, text, and a copy of your ad design. Be sure you have permission to use the design and graphics.

**Layout:** If you already have a design in mind, please feel free to send a sketch, Word document, graphic file, etc. for us to follow. Otherwise we will use our expertise to create your advertisement.

**Digital Photos, Scans and Line-Art Graphics:** TIF, EPS, JPG, PSD file formats for graphics to be used in the ad (photos, logos, etc) are preferred and must be a minimum resolution of 300 dpi. Digital camera photos should be taken at the maximum quality setting. Scans should be taken at a 600 dpi.

**Ad Text:** Please provide the text of the ad or sufficient information on your product/service/event. This may be sent as a Word file or as text in an email.

**Proofs:** We will work closely with you to achieve an effective and successful ad design. Proofs will be sent throughout the creative design process for your input and approval.

# 2019 RATES & DEADLINES

Advertising is sold by the column inch – the number of columns (1 to 5) multiplied by inches deep (1" to 14.65"). The rate decreases as the size of the ad increases. In addition, frequency discounts from 10% to 20% are given based on the number of ads run in a year. Payment is due when the order is placed.

## Column widths in inches:

1 column = 2.038"    2 column = 4.247"    3 column = 6.456"    4 column = 8.665"    5 column = 10.875"

Any combination of columns & inches is possible up to a full page (5 columns x 14.65")

## ALL ADS ARE COLOR AT NO ADDITIONAL CHARGE

### RATES & DISCOUNTS

Column Inches Rate	Rate Per Column Inch	Frequency Discounts (per print run)
1-19	\$18.75	<b>10% 2-4 Issues</b> <b>15% 5-8 Issues</b> <b>20% 9-12 Issues</b>
20-39	\$16.48	
40-59	\$14.44	
60-74	\$12.05	

### ADVERTISING DEADLINES

Issue Month	Reservation Deadline	Materials Deadline	Special Sections
January 2019	Nov. 19	Nov. 30	2018 Calendar of Events
Feb	Dec. 20	Dec. 28	
March	Jan. 21	Jan. 31	
April	Feb. 18	Feb. 28	
May	March 20	March 30	
June	April 20	April 30	
July	May 20	May 31	Gettysburg Section See rates at bottom of page
August	June 20	June 29	
September	July 20	July 31	
October	Aug. 20	Aug. 30	
November	Sept. 20	Sept. 30	Civil War Book Issue
December	Oct. 21	Oct. 31	
January 2020	Nov. 16	Nov. 29	2020 Calendar of Events

### GETTYSBURG SECTION ADVERTISING RATES

Ads under 1/2 page size add \$125 to the appropriate frequency rate: 1/2 page: \$735 • Full page: \$1,175 • Back Page: \$1,410

**FOR INFORMATION ABOUT ADVERTISING: (800) 777-1862 • ADS@CIVILWARNEWS.COM**



# Civil War News

## DISPLAY AD INSERTION ORDER

Size of Ad: \_\_\_\_\_ columns wide by \_\_\_\_\_ inches high = \_\_\_\_\_ total column inches.

(See rate sheet for sizes)

For \_\_\_\_\_ issues beginning with the \_\_\_\_\_ issue

OR these specific issues \_\_\_\_\_ (12 issues per year)

Company or Name: \_\_\_\_\_

Name of person authorizing ad: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Ad Space Reservation Dates are 10 Days Prior to Materials Deadline as per Advertising Deadlines**

### DEADLINES:

All newspapers have two sets of advertising deadlines that are important to follow.

Space Reservation Date: The Space Reservation date is when the ad needs to be booked (ordered) by providing the written insertion order that includes the insertion date(s), ad size and rates that you would like to run.

Materials Deadlines: This is the absolute date the ad materials (digital formats) are due to us.

Mail/email completed form along with a check/money order or call us with a credit card.

Payment is due in full by at the time of your insertion order.

Contract guarantees an appropriate rate discount for size and frequency. Check with us for dimensions and file requirements before sending electronic ads.

**Historical Publications LLC**

**CIVIL WAR NEWS**

**520 Folly Road**

**Suite 25 PMB 379**

**Charleston, SC 29412**

**ads@civilwarnews.com • (800) 777-1862**

**www.CivilWarNews.com**