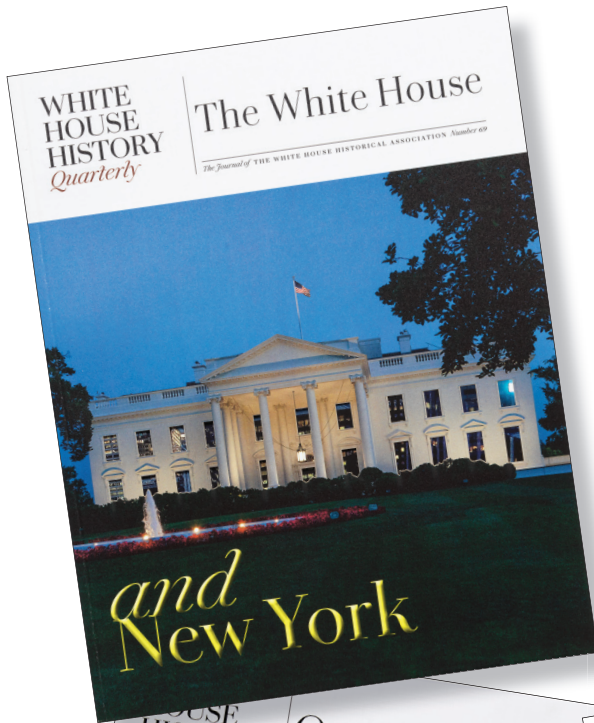


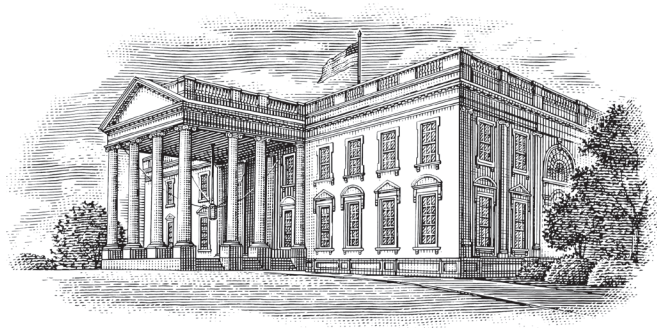
WHITE HOUSE HISTORY

Quarterly

Advertising Information

The Journal of THE WHITE HOUSE HISTORICAL ASSOCIATION





THE WHITE HOUSE
HISTORICAL ASSOCIATION

THE WHITE HOUSE HISTORICAL ASSOCIATION is a nonprofit organization, chartered on November 3, 1961, to enhance the understanding, appreciation, and enjoyment of the historic White House. Income from the sale of *White House History Quarterly* and all the Association's books and guides is returned to the publications program and is also used to acquire historic furnishings and memorabilia for the White House.



White House History Quarterly (ISSN 2639-9822) the quarterly publication of the White House Historical Association features articles on the historic White House, especially relating to the building itself and life as lived there through the years.

Circulation: 10,000

White House History Quarterly is pleased to accept advertising from related organizations, including educational and scholarly publishers, and museums and historic societies.

Full Page: \$2,000.00 (6.5" x 9.5")

Half Page: \$1,200.00 (6.5" x 4.25")

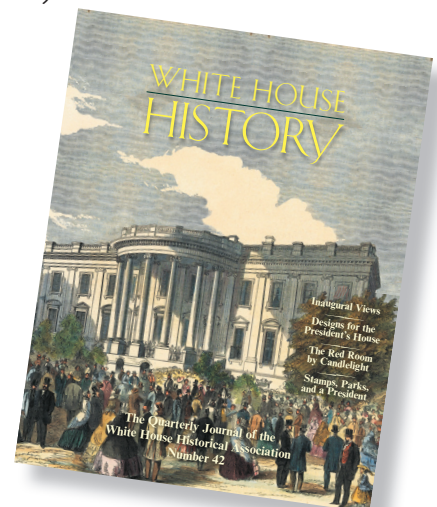
Third Page: \$900.0 (2.25" x 9.5")

Quarter Page: \$600.00 (3" x 4.25")

May 1 for Spring and Summer Issues
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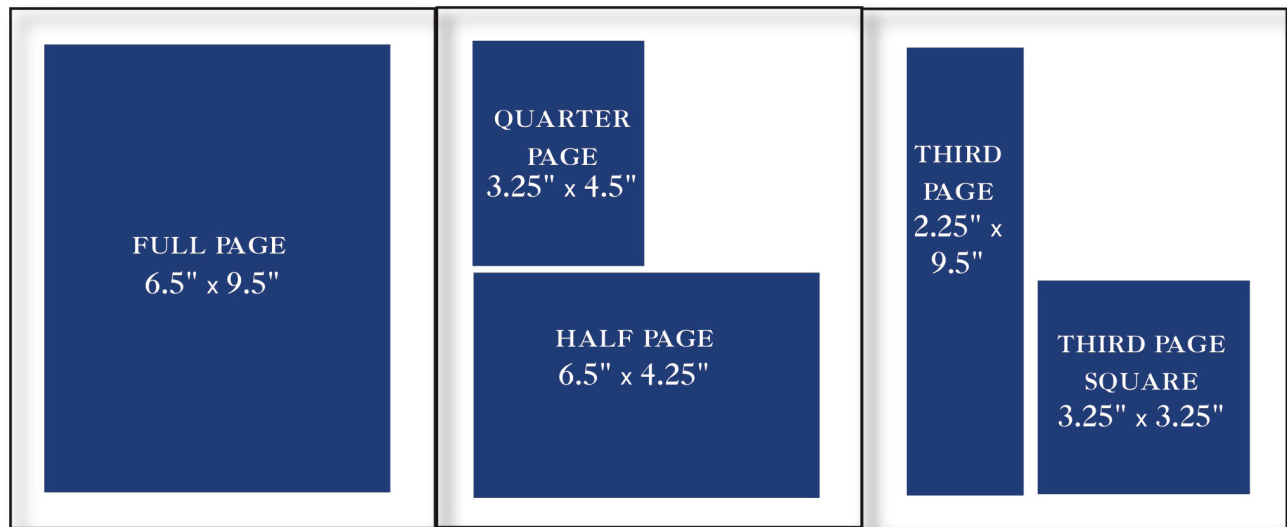
Discounts are available to nonprofit publishers.

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DISPLAY AD DIMENSIONS

Full page: 6.5" w x 9.5" h (no bleed)

Half page: 6.5" w x 4.25" h

Third page vertical: 2.25" w x 9.5" h / square: 3.25" w x 3.25" h

Quarter page: vertical: 3.25" x 4.5"

MECHANICAL SPECIFICATIONS

Publication trim size: 8.5" x 11"

Printing: Four color offset, sheet fed, 70lb coated paper **Binding:** perfect

Artwork requirements: PDF/x-1a:2001 **Resolution:** 300 dpi at 100% of ad size

Send materials to: books@whha.org

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White House History Quarterly publishes articles on the history of the White House and its occupants. With the knowledge that the White House is probably the most richly documented house in the world, and the premier symbol of the American presidency, we publish articles in *White House History Quarterly* that are drawn from these resources as well as firsthand interviews, secondary accounts, and a vast wealth of illustrations of all kinds. We serve a varied readership, both popular and academic, interested in history, architecture, and biography, all of which we present in the context of the White House and its ongoing traditions. *White House History Quarterly* is not a political forum, although political history may very likely play a part in the subject matter.

Circulation: 10,000

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TERMS AND CONDITIONS

The White House Historical Association encourages advertisements from nonprofit and educational organizations and publishers. *White House History Quarterly* remains in print indefinitely. We discourage time-sensitive advertisements.

The publisher will not be bound by any conditions or requirements appearing on insertion orders, copy, or contracts that conflict with the provisions of the Display Ad Rates or the policies of the White House Historical Association.

Payment in full is due within 30 days of the release of the publication featuring the advertisement.

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