



TREASURES
OF
HISTORIC

New York State

In **Spring 2012**, *Preservation* magazine presents Treasures of Historic New York State, a special section promoting travel and heritage tourism in the Empire State.

Your message will reach 350,000 readers, 78% of whom read the magazine for historic travel ideas. 90% average 6.8 overnight trips a year.

Treasures of Historic New York State features editorial copy submitted by the advertisers.

Full page	120 words
1/2 page	80 words
1/3 page square	60 words
1/6 page	45 words

Preservation will edit copy for style and grammar.

Spring 2012
Closing is January 23, 2012

PRESERVATION
THE MAGAZINE OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION

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2012 RATES

FOUR COLOR (NET) COST	SIZE (INCHES)
Full page	\$9,900 7.25 x 9.5
1/2 page horizontal	\$6,500 7 x 4.5
1/3 page square	\$4,600 4.5 x 4.5
1/6 page	\$2,100 2.25 x 4.5

All advertisers receive a free Reader Service listing and a link directly to their website. For more information about print and online advertising, contact:

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Spring 2012

Copy and ad due February 6, 2012

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