



Email Advertising Opportunities

The National Trust for Historic Preservation sends monthly email newsletters to a growing list of supporters, advocates and cultural travelers. These emails cover topics from distinctive destinations to the latest in preservation news. They are enthusiastically read by recipients who are responsive to advertising messages.

Three monthly newsletters are currently available to advertisers:

1. HERITAGE TRAVEL—with a focus on historic destinations, historic hotels, National Trust historic sites and National Trust tours.

- List is over 140,000
- Open rate over 15%
- More than 32,000 ad impressions per send
- Ad unit is 180x150
- Price per send—\$500

2. CAPITOL REGION CONNECTION—focus is on DC area historic sites, events, and activities

- List is almost 9,000
- Open rate over 20%
- Approximately 3,000 ad impressions per send
- Ad unit is 180x150
- Price per send—\$100

3. PRESERVATION MAGAZINE—features content from the magazine and the latest preservation headlines

- List is over 140,000
- Open rate over 16%
- More than 32,000 ad impressions per send
- Ad unit is 160x600
- Price per send—\$500

For more information, contact your *Preservation* magazine sales representative or email Online_Advertising@nthp.org.

