

ADVERTISING RATES (AS OF JANUARY 2009)

Contact:

Peter Dunn, Associate Publisher (202-496-3334, pdunn@weeklystandard.com)

Nicholas H.B. Swezey, Advertising Director (202-496-3355, nswezey@weeklystandard.com)

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Catherine Daniel, Advertising / Marketing Manager, Print & Online (202-496-3350, cdaniel@weeklystandard.com)

FOUR COLOR	1X	3X	6X	9X	12X	18X	24X	48X
Full Page	\$13,650	\$13,300	\$12,980	\$12,675	\$12,335	\$12,030	\$11,715	\$11,145
Cover 4	\$20,380	\$19,495	\$19,005	\$18,525	\$18,065	\$17,615	\$17,155	\$16,290
Prime*	\$16,150	\$15,740	\$15,345	\$14,965	\$14,580	\$14,240	\$13,880	\$13,170
2/3 Page	\$10,215	\$9,955	\$9,710	\$9,480	\$9,250	\$9,005	\$8,775	\$8,330
1/2 Page	\$8,340	\$8,140	\$7,930	\$7,740	\$7,645	\$7,360	\$7,160	\$6,820
1/3 Page	\$6,920	\$6,730	\$6,570	\$6,410	\$6,245	\$6,085	\$5,930	\$5,640
1/6 Page	\$4,385	\$4,264	\$4,150	\$4,040	\$3,940	\$3,835	\$3,730	\$3,540

BLACK & WHITE	1X	3X	6X	9X	12X	18X	24X	48X
Full Page	\$11,190	\$10,910	\$10,645	\$10,365	10,210	\$9,910	\$9,610	\$9,130
Cover 4	\$16,400	\$15,990	\$15,570	\$15,170	\$14,795	\$14,425	\$14,060	\$13,350
Prime*	\$13,235	\$12,900	\$12,585	\$12,305	\$11,965	\$11,670	\$11,360	\$10,775
2/3 Page	\$8,380	\$8,160	\$7,950	\$7,760	\$7,560	\$7,470	\$7,375	\$7,005
1/2 Page	\$6,845	\$6,680	\$6,505	\$6,340	\$6,180	\$6,030	\$5,870	\$5,575
1/3 Page	\$5,680	\$5,530	\$5,410	\$5,260	\$5,115	\$4,990	\$4,860	\$4,625
1/6 Page	\$3,645	\$3,555	\$3,465	\$3,380	\$3,280	\$3,205	\$3,115	\$2,950

*Prime Positions: Cover 2, Cover 3, Page Opposite Lead Editorial, Page Opposite Table of Contents

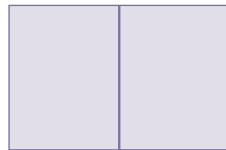
AD DIMENSIONS

Trim Size: Single Page, 8" x 10.5" • Live Area: Single Page, 6.75" x 9.937"; Two-Page Spread, 14.75" x 9.937"



Full Page

Non-Bleed: 6.75" x 9.937"
Bleed: 8.25" x 10.75"
(bleeding 1/8" on all sides)



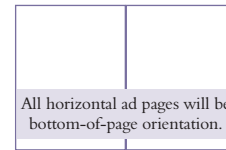
Full Page Spread

Non-Bleed: 14.75" x 9.937"
Bleed: 16.25" x 10.75"
(bleeding 1/8" on all sides)



Half Page Horizontal

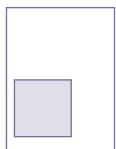
Non-Bleed: 6.75" x 4.5"
Bleed: 8.25" x 5.375"
(bleeding 1/8" on both sides and 1/8" at bottom)



Half Page Horiz. Spread

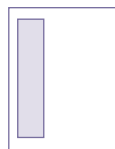
Non-Bleed: 14.75" x 4.5"
Bleed: 16.25" x 5.375"
(bleeding 1/8" on both sides and 1/8" at bottom)

All horizontal ad pages will be bottom-of-page orientation.



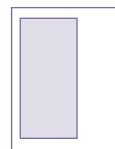
One-Third Page Square

4.433" x 4.433", no bleed



One-Third Page Vertical

2.117" x 9.05", no bleed



Two-Thirds Page

4.433" x 9.05", no bleed



One-Sixth Page

4.433" x 2.117", no bleed (or 2.117" x 4.433")

ADVERTISING MATERIAL SPECIFICATIONS

Four-color process/SWOP standards apply; for the most current specifications, visit www.weeklystandard.com/advertising/.

A surcharge of \$500 will be applied to spot-color insertions.

PREFERRED MATERIALS: High-resolution PDFs, with all fonts embedded. Advertising materials in forms other than high-resolution PDFs should not be submitted without the prior, case-by-case agreement of the magazine's production director, who can be reached through the switchboard at 202-293-4900.

PROOFING: Four-color ads require a color proof—3M matchprint, chromalin, pressmatch, or equivalent—or a tear sheet from a previous printing. The Weekly Standard cannot assume responsibility for accurate reproduction of supplied materials that are not accompanied by an acceptable proof or that do not conform to current SWOP specifications. Customer-created .PDF files may be accepted as proofs by prior agreement. If emailing or ftp-ing four-color files, please send a hard copy proof via post or delivery service. Black-and-white proofs may be faxed to 202-293-4901, "Attn: Advertising."

PDFS: We strongly encourage the submission of properly created, high-resolution PDF documents. PDF files should be 100% complete, with all fonts—including "sub-sets"—and high-resolution images embedded. PDF documents must be created with Acrobat Distiller 3.0 or newer.

All color files must be CMYK format, with no RGB, LAB, or index-color elements, and must be at least 300 dpi (or pixels per inch). JPEG compression is not supported and should not be used in any elements. Images from websites that have been "up-res-ed" artificially to 300 dpi will be unprintable. Submitted PDFs should be pre-scanned for incorrect color, unsupported image resolution, or the presence of OPI or ICC tags.

PDF documents must be generated as "composite." (Separated PDF documents are not supported). PDF documents containing FPOs cannot be processed and are not supported.

PAGE SIZE: 8" x 10.5" (Final trim). Materials that do not bleed should be composed using a page that is 8" x 10.5"; materials submitted exactly this size should NOT have any crop, trim, or registration marks.

FOR ELEMENTS THAT BLEED: Bleeding elements should be supplied with a 1/8-inch (.125") bleed on all sides, having been composed using a page that is 8.25" x 10.75"; materials submitted exactly this size should NOT have any crop, trim, or registration marks. Materials submitted which are larger in dimension than 8.25" x 10.75" (including any margins) do require crop marks to be spaced .125" from the page's 8" x 10.5" trimmed edge. Text, borders, or other copy should not lie within a quarter inch of any trimmed edge.

FONTS: Fonts—including all system fonts and font subsets—should be embedded in submitted PDFs.

EMAIL / FTP: FTP instructions are available from The Weekly Standard's production director, who can be reached via the switchboard at 202-293-4900 or through e-mail sent to advertise@weeklystandard.com. Files under 15 megabytes or so may be emailed directly to advertise@weeklystandard.com.

PRE-FLIGHTING: All digital files will be "flight-checked" prior to execution. If submitted files do not meet specification requirements, the advertiser will be notified. We will make every effort to ensure that corrections can be made in a timely fashion.

INSERTION AND CONTACT INFORMATION

Insertion orders and materials should be sent via email to advertise@weeklystandard.com. (For files larger than 15.0 megabytes, call the magazine's production director via the switchboard, 202-293-4900, for ftp info.) Physical materials such as discs and proofs should be sent to:

Attention: Advertising Department
The Weekly Standard
1150 17th St., NW, Suite 505
Washington, DC 20036

Closing Dates: The Weekly Standard is published every Monday with the exception of four double issues. All space and copy closing dates are seven prior to the publication date.

Cancellation Policy: 48 hours prior to magazine close at 5:00 p.m. on Friday.

Call about fast close opportunities!

In Washington, D.C., contact:

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