

# *The American* Conservative Media Kit

WWW.THEAMERICANCONSERVATIVE.COM

“Totally heterodox and orthogonal to our normal political divisions. Always thought-provoking.”

—*Chris Hayes*, MSNBC

# Demographics

**The American Conservative publishes a bimonthly print magazine and website.**

**Average users per month:  
to [www.TheAmericanConservative.com](http://www.TheAmericanConservative.com)\*:**

**682,000**

**Average minutes on site:**

**3:19**

**Average page views per month:**

**2,800,000**

\*all stats taken over period November 2017–November 2018

**Readers of [www.TheAmericanConservative.com](http://www.TheAmericanConservative.com) are  
**highly educated, affluent, and independently-minded:****

**53%** have some postgraduate degree

**41%** have a total household income **greater than \$100k**

**39%** are registered Independent; **39%** Republican; **15%** Democrat

**82%** male

**25%** are age 45 or younger; **43%** are 54 or younger

# TAC on Twitter

**Ross Douthat** @DouthatNYT [Follow](#)

Read [@roddreher](#) on J.D. Vance's "Hillbilly Elegy":

**Hillbilly America: Do White Lives Matter?**  
Yesterday I read J.D. Vance's new book Hillbilly Elegy: A Memoir of a Family and a Culture In Crisis. Well, "read" is not quite the word. I devoured the thing in a single gulp. If you want to under...  
[theamericanconservative.com](#)

RETWEETS: 61 LIKES: 106

12:15 PM - 11 Jul 2016

**Laura Ingraham** @IngrahamAngle [Follow](#)

Remember when they tried to run Buchanan out of the GOP? How'd that work out?

**Ted Cruz and the Trump Takeover**  
The self-righteousness and smugness of Ted Cruz in refusing to endorse Donald Trump, then walking off stage in Cleveland, smirking amidst the boos, takes the mind back in time. At the C...  
[theamericanconservative.com](#)

RETWEETS: 363 LIKES: 842

11:37 AM - 22 Jul 2016

**Senator Rand Paul** @RandPaul [Follow](#)

I hope you'll stand with me and Senator Murphy and urge Congress to support this important legislation.

**Murphy and Paul Seek to Halt Arms Sales to the Saudis**  
Samuel Oakford reports on a welcome measure from the Senate: Two US Senators introduced legislation on Wednesday that would halt future sales of aerial munitions to Saudi Arabia ...  
[theamericanconservative.com](#)

RETWEETS: 173 LIKES: 330

5:05 AM - 15 Apr 2016

**Ryan T. Anderson** @RyanTAnd [Follow](#)

"This is why it is vital to support religious liberty legal organizations like ADF and the Becket Fund."

**Wyoming Goliath Vs. Small-Town Judge**  
"How will my neighbors' gay marriage affect me?" said the people a decade ago, implying that it would not, and that any objection to gay marriage was bigoted nonsense. That wasn't tr...  
[theamericanconservative.com](#)

RETWEETS: 24 LIKES: 18

9:18 AM - 11 May 2016

**Mariah Blake** @MariahCBlake [Follow](#)

Love seeing my [@MotherJones](#) reporting cited in [@amconmag](#). Protecting public health isn't a conservative or liberal issue, but a human one.

**Pratik Chougule** @pjchougule  
Same "product defense consultants" who went to bat for #asbestos & Agent Orange tell us that BPA is safe [theamericanconservative.com/articles/sperm...](#)

RETWEETS: 1 LIKES: 6

10:11 AM - 1 Apr 2017

**Niall Ferguson** @nfergus [Follow](#)

More essential reading on Trumpism: an interview with the author of "Hillbilly Elegy": [theamericanconservative.com/dreher/trump-u ...](#)  
Read to the end!

**Trump: Tribune Of Poor White People**  
I wrote last week about the new nonfiction book Hillbilly Elegy: A Memoir of a Family and a Culture in Crisis by J.D. Vance, the Yale Law School graduate who grew up in the poverty and chaos of ...  
[theamericanconservative.com](#)

RETWEETS: 53 LIKES: 76

8:34 AM - 8 Aug 2016

*“The American Conservative has become one of the more dynamic spots on the political Web. Writers like Rod Dreher and Daniel Larison tend to be suspicious of bigness: big corporations, big government, a big military, concentrated power and concentrated wealth.”*

*—David Brooks, The New York Times*

## PRINT ADVERTISING

# General Advertising Rates

### 4-color

Ad Sizes	Frequency		
	1x	3x	6x
Full Page	\$3,550	\$3,195	\$2,876
2/3	2,840	2,556	2,300
1/2 horizontal	2,272	2,045	1,840
1/2 island	2,272	2,045	1,840
1/3 vertical	1,818	1,636	1,472
1/3 square	1,818	1,636	1,472
1/6	1,454	1,308	1,178

### Black and White

Ad Sizes	Frequency		
	1x	3x	6x
Full Page	\$2,876	\$2,588	\$2,329
2/3	2,300	2,070	1,863
1/2 horizontal	1,840	1,656	1,491
1/2 island	1,840	1,656	1,491
1/3 vertical	1,472	1,325	1,193
1/3 square	1,472	1,325	1,193
1/6	1,178	1,060	954

# Book Publisher Rates

### 4-color

Ad Sizes	Frequency		
	1x	3x	6x
Full Page	\$2,350	\$2,115	\$1,904
2/3	1,880	1,692	1,523
1/2 horizontal	1,504	1,354	1,218
1/2 island	1,504	1,354	1,218
1/3 vertical	1,203	1,083	975
1/3 square	1,203	1,083	975
1/6	962	866	780

### Black and White

Ad Sizes	Frequency		
	1x	3x	6x
Full Page	\$1,904	\$1,713	\$1,542
2/3	1,523	1,371	1,233
1/2 horizontal	1,218	1,096	987
1/2 island	1,218	1,096	987
1/3 vertical	975	877	789
1/3 square	975	877	789
1/6	780	702	632

## PRINT ADVERTISING

# Advertising Production Requirements

### Printing

Web offset. Text and cover on newsprint. Saddle stitched.

### Trim Size

8" × 10½"

### Safety

Live matter must be kept within ¼" of the trim size.

### Bleed Size

One Page – 8½" × 11"

Two Page Spread – 16½" × 11"

### Standard Unit Sizes

Full Page – 7" × 9½"

¾ Page – 4⅝" × 9½"

½ Page – 7" × 5"

½ Page (Island) – 4⅝" × 6¼"

⅓ Page (Vertical) – 2¼" × 9¼"

⅓ Page (Square) – 4⅝" × 4⅝"

⅙ Page – 2¼" × 4⅝"

### Material

Advertising must be submitted digitally by one of the following methods:

- As email attachment.  
Recommended only for digital files under 5MB.  
Multiple files should be compressed into one archive.  
Email to:  
**rburr@burrmediagroup.com**
- Via FTP. Multiple files should be compressed into one archive.  
Notification of transfers should be sent by email.

### Acceptable Formats

Acrobat Distiller processed PostScript files. Embed fonts and set resolution to 2400 dpi. Images must meet specs before processing (no RGB, jpeg, or low-resolution—see "Color" and "Images.")

Encapsulated PostScript (EPS) files. Include any separate images placed in the file. Type must be converted to outlines if file is created with a PC. If using a Mac, either convert type to outlines or include all fonts used.

Image files. 1200 dpi bitmap TIFF files are acceptable for black and white ads with no halftones. 300 dpi CMYK or grayscale TIFF files are acceptable for ads with halftone images, but are not recommended for ads with body text or small type. CMYK ads may be converted to 300 dpi RGB JPEGs to make smaller files for email or FTP transmission.

### Color

Full color ads must use CMYK color space only; if two-color, specify "PANTONE 293" as the second color. One-color ads should use black only. Do not use RGB, Lab, or indexed color.

Total ink densities of color ads and images should not exceed 260%.

Colorization of the backgrounds of grayscale TIFFs is not supported.

### Images

All image files in ads must be in either TIFF or EPS format without internal compression such as LZW or JPEG.

Resolution of scanned grayscale or color halftone images should be 300 dpi at 100%. Bitmap images should be 800 dpi to 1200 dpi at 100%.

In grayscale images, highlights should not be less than 3% and shadows should not be more than 93%. Follow SWOP standards for 30% dot gain.

Clipping paths should have a Flatness setting of 4. Complex clipping paths should be avoided.

Remove halftone screening information or transfer curves from EPS files.

Remove any extra channels, unused paths, and color profiles from images.

Charts, illustrations, and graphics produced with word processing, presentation software, or spreadsheet programs are not usable.

QuarkXpress for Mac, version 4.0 to 6.x. Collect images and fonts for output and supply with the Quark file. Advertiser must supply all screen and printer fonts used.

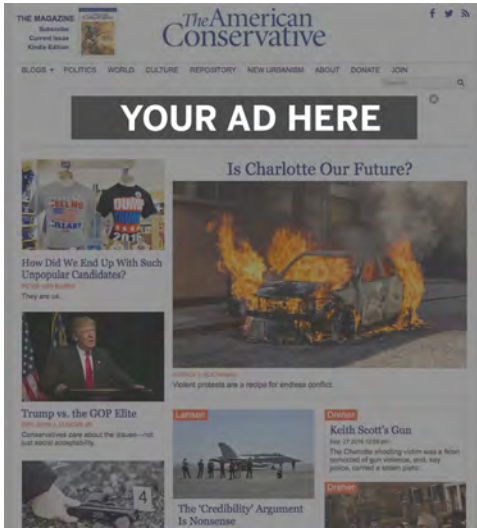




# WEB ADVERTISING

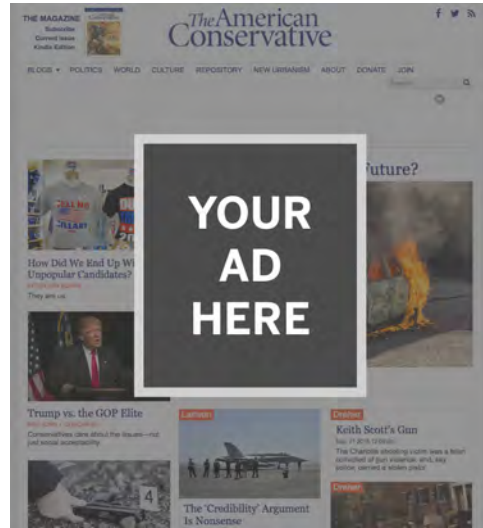
# Web Advertising Placements

## Top Leaderboard



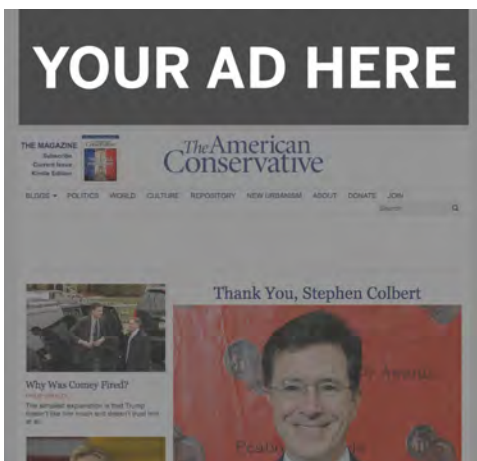
728 × 90 px

## Lightbox



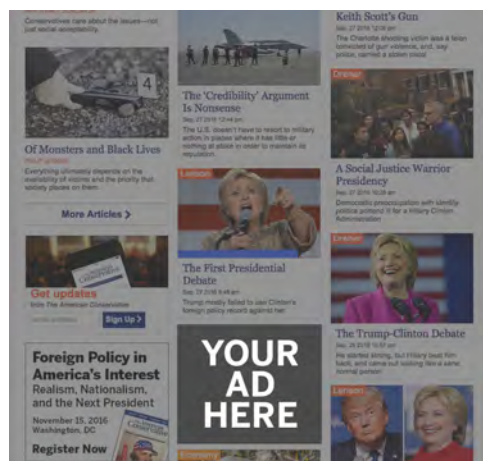
450 × 514

## Billboard



970 × 250 px

## Home Page Editorial Well



300 × 250

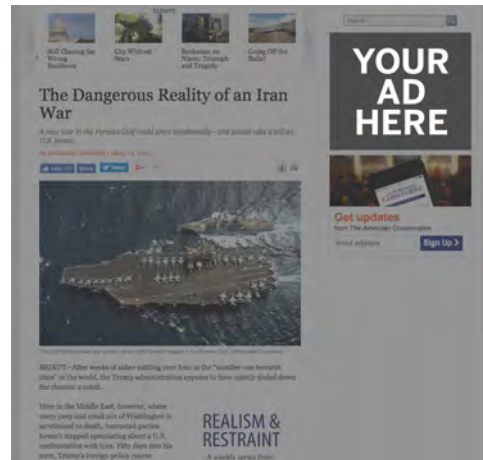
# WEB ADVERTISING

## Lower Medium Rectangle



300 × 250

## Top Right Medium Rectangle



300 × 250

# Web Advertising Specs

## Acceptable Formats

Flash (SWF)  
JPEG (static) and GIF (animated and static)

## Restrictions

No ActiveX controls  
No Java applets  
Flash SWF files should not animate in a loop longer than 15 seconds per pass; indefinite passes are fine

## File Size

Overall file size of any single advertisement should not exceed 30kb if GIF or JPEG, 60kb if SWF

Advertisements must be submitted by email to:  
**rburr@burrmediagroup.com**

## Rates

Top Leaderboard: \$10 CPM  
Top Right Medium Rectangle: \$10 CPM  
Lower Medium Rectangle: \$8 CPM  
Lightbox: \$35 CPM  
Billboard: \$35 CPM

Geographic select by State, Designated Marketing Area, or Zip Code: \$35 CPM

## For more information contact:

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