

Smithsonian magazine

2018 Rates & Dates

2018 General Gross Rates

	B&W	2 Color	4 Color
Page	\$115,600	\$143,100	\$169,300
Spread	\$231,200	\$286,200	\$338,600
2/3 Page	\$92,500	\$114,500	\$135,400
1/2 Page	\$69,300	\$85,900	\$101,800
1/3 Page	\$46,200	\$57,300	\$67,700
1/6 Page	\$23,200	\$28,600	\$33,900
BRC	\$57,800	\$57,800	\$57,800
Cover 2, Page 1			\$381,000
Cover 3, Page			\$355,700
3rd Cover			\$186,300
4th Cover			\$211,700

No charge for bleed

2018 Closing Dates

ISSUE	AD CLOSE	MATERIAL DUE DATE	SUPPLIED INSERTS DUE*	ON SALE NEWSSTAND	DIGITAL REPLICAS LIVE
January/February	Nov 15	Nov 22	Dec 6	Jan 2	Dec 21
March	Jan 10	Jan 17	Jan 31	Feb 27	Feb 22
April	Feb 7	Feb 14	Feb 28	Mar 27	Mar 22
May	Mar 7	Mar 14	Mar 28	Apr 24	Apr 20
June	Apr 11	Apr 18	May 2	May 29	May 25
July/August	May 16	May 23	June 6	July 3	June 29
September	July 11	July 18	Aug 1	Aug 28	Aug 24
October	Aug 8	Aug 15	Aug 29	Sept 25	Sept 21
November	Sept 12	Sept 19	Oct 3	Oct 30	Oct 26
December	Oct 10	Oct 17	Oct 31	Nov 27	Nov 23
Jan/Feb 2019	Nov 14	Nov 21	Dec 5	Jan 1	Dec 20

NOTE: Preprinted inserts should arrive at Quad on the due dates posted – there will be NO EXTENSIONS on these dates.

*Call Production for spoilage amount needed for supplied inserts.