THE GEORGIA TRUST for HISTORIC PRESERVATION
2027 MEDIA KIT

# RAMBLER

The Official Publication of The Georgia Trust for Historic Preservation




## WHO ARE WE?

The Georgia Trust for Historic Preservation works to preserve and revitalize Georgia's diverse historic resources and advocate for their appreciation, protection and continued use. The Georgia Trust's magazine, *The Rambler*, connects members and others interested in historic preservation with news, resources and insights from across the state. *The Rambler* is a critical tool for The Georgia Trust's efforts to engage and inform the preservation community. When our members are ready to buy or refer products and services, make sure they think of you first.

CLICK HERE TO VIEW THE DIGITAL MAGAZINE

## WHY GTHP?

- For more than **50 years**, The Georgia Trust has worked to preserve and protect Georgia's historic places.
- Since 2020, Georgia's Historic Rehabilitation Tax Credit has generated **$1 billion+** in private development that created nearly **14K jobs**.
- Georgia is home to **90,000+ historic resources** listed on the National Register of Historic Places.

## NET ADVERTISING RATES

| Print Edition Advertising | 1x | 4x |
|---|---|---|
| Premium Positions* | $2,500 | $2,000 |
| Full Page | $1,650 | $1,175 |
| 1/2 Page | $1,100 | $800 |
| 1/4 Page | $675 | $475 |
| 1/8 Page | $400 | $300 |
| **Digital Edition Advertising** | **1x** | **4x** |
| Tile + Interstitial Digital Package | $1,650 | $1,650 |
| Tile + Landing Page Digital Package | $1,650 | $1,650 |
| Tile + Interstitial Print Package** | $1,375 | $1,375 |
| Tile + Landing Page Print Package** | $1,375 | $1,375 |
| Tile à la Carte | $925 | $925 |

CLICK HERE FOR AD EXAMPLES

** Premium positions include: inside front cover, inside back cover, page 3 and back cover.*
*** Discounted digital + print packaging available with 1/2-page print ads or larger.*

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

## EDITORIAL CALENDAR

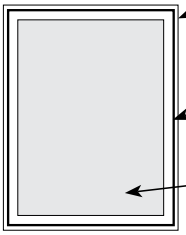
| Issue Number | Artwork Due | Delivered to Members |
|---|---|---|
| Volume 54 Issue 1 | 2/22/2027 | April 2027 |
| Volume 54 Issue 2 | 5/25/2027 | July 2027 |
| Volume 54 Issue 3 | 8/23/2027 | October 2027 |
| Volume 54 Issue 4 | 11/15/2027 | January 2028 |

## SPECIFICATIONS

CLICK HERE FOR AD EXAMPLES

| Print Ad Size | Dimensions |
|---|---|
| Full Page* | 8.375" x 10.875"+ 0.125" bleeds |
| Back Cover* | 8.375" x 8.875"+ 0.125" bleeds |
| 1/2 Page Horizontal | 7.875" x 4.937" |
| 1/2 Page Vertical | 3.875" x 10" |
| 1/4 Page | 3.875" x 4.937" |
| 1/8 Page Horizontal | 3.875" x 2.34" |
| **Digital Ad Size** | **Dimensions** |
| Interstitial Ad SEE EXAMPLE | 603 x 783 pixels |
| Landing Page SEE EXAMPLE | 603 x 783 pixels |
| Digital Tile Ad SEE EXAMPLE | 502 x 498 pixels |

**Full-page ads are intended to bleed off the page.* SEE DEMO



**BLEED**
*Please include an additional **0.125" of bleed** on **each side** of page*

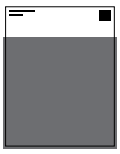
**TRIM LINE**
*8.375" x 10.875"*

**LIVE AREA**
*Keep all important information within this area; at least **0.5" away from** the trim line*

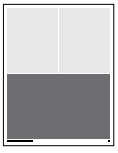
SEE DEMO



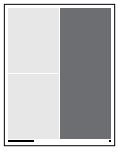
**Full Page** *(with bleed)*



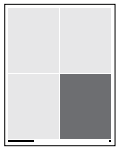
**Back Cover** *(with bleed)*



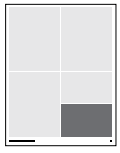
**1/2 Horizontal**



**1/2 Vertical**



**1/4 Page**



**1/8 Horizontal**

## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads SEE DEMO

**Margin:** 0.5 inch on full-page and tab ads SEE DEMO

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more. CLICK HERE to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a $150 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- To make a payment online, go to our website and select "Pay Invoice."