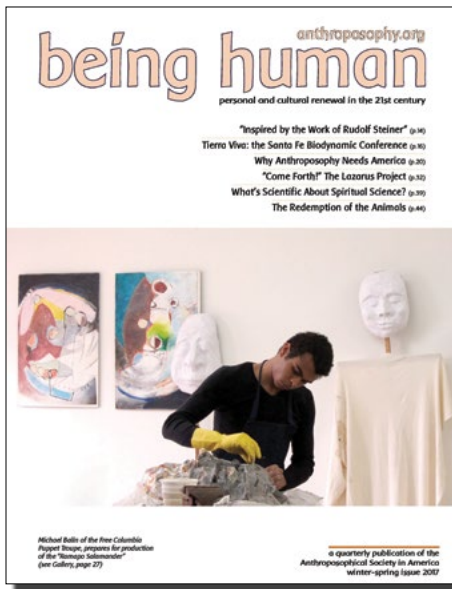


advertising in being human

the quarterly publication of
the Anthroposophical Society in America



Content — **being human**, a journal of “personal and cultural renewal in the 21st century,” reflects the concern of the worldwide anthroposophical movement with individual development and the evolution of humanity from an American perspective. Its views are strongly informed by the work of Rudolf Steiner. Sections cover initiatives, arts & ideas, research & reviews, practice, and news of the Anthroposophical Society, with **ads clustered in the front of each issue** and back cover.

Audience — The regular distribution of **being human** is 5000 copies. Readers include K-12, curative and adult educators ((Waldorf/Steiner schools, Camphill villages), biodynamic farmers, artists, doctors, therapists, holistic scientists, and cultural, social, and ecological researchers and activists. **being human** is also offered free to students and conference guests at several adult education centers.

Format — The quarterly is 64 pages, 8.5 by 11 inches, full color, on coated stock. **Space available:** full, half, third, quarter, sixth and eighth page ads, dimensions are on the next page. We may be able to accommodate other size ads; please ask.

AD SUBMISSION FORMATS — Ads must be submitted electronically, preferably **PDF** or **TIFF** files.

— All ads are printed four-color using the **CMYK** standard. Ads submitted in **RGB** color format will be converted with some color shift possible. Please convert the ad yourself to know the exact result! — All type **fonts must be embedded** in the PDF file, **or converted** first into outlines. **TIFF files** and other formats should be **at least 300 dpi** (dots per inch) resolution; if they are primarily typographic or line drawings, 600 dpi is preferable.

Please print and review your ad before submitting!

Upcoming Deadlines for 2017-2018

Issue	Summer-Fall 2017	Winter-Spring 2018
Reserve space by:	May 23rd	Dec 20th, 2017
Deliver ad file by:	May 30th	Jan 3rd, 2018
Issue delivered (approx):	July 15, 2017	Feb 15, 2018

Ad Rates:

	Full page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 p.
Single insertion:	\$500	\$350	\$315	\$275	\$200	\$150

Special Locations:

Inside front cover:	\$750
Full back cover:	\$750

Note:

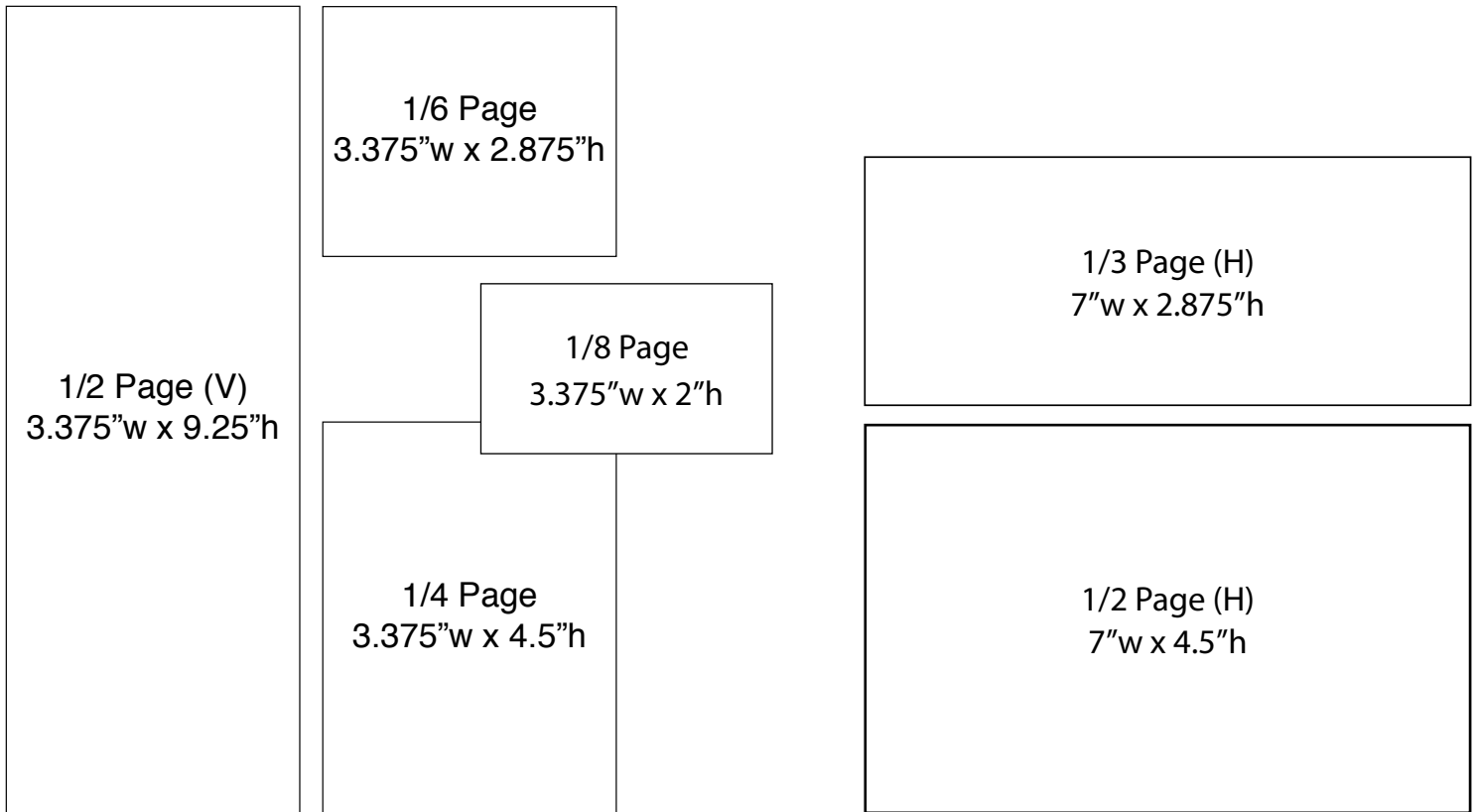
Please request either of these placements early!

Discounts:

Insertion in <u>more than one issue:</u>	2-3 issues, 5% off	4 or more issues, 10% off
<u>More than one ad in one issue:</u>	2 ads in one issue, 15% off	3+ ads in one issue, 25% off

For space reservation, billing & to deliver files:
John Beck: (718) 644-7913 or editor@anthroposophy.org

ad sizes



8 • BEING HUMAN

Full page full bleed (prints to the page edge, so the ad background must go beyond the page edge)

Width: 9" (= 8.5" + .25" bleed each side)

Height: 11.5" (= 11" + .25" bleed each side)

Full page no bleed

Width: 7.5"

Height: 10.125"



Above l-r: 1/3, 1/4, and 1/2 vertical ads.
Below, two horizontal 1/2 pages.

