

### Digital Advertising Specifications

Full page	1224px x 784px
1/3-page (vertical only)	162px x 662px
1/2-page (horizontal only)	504px x 320px
1/3-page (square)	333px x 320px
1/3-page (vertical)	162px x 662px

If requested, material supplied for print can be converted for digital use.

### Print Advertising Specifications

Full page 4-Color or Black & White	
1/3-page (vertical only)	4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>16</sub> "
1/2-page (horizontal only)	7" x 4 <sup>7</sup> / <sub>16</sub> "
1/3-page (square)	4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>16</sub> "
1/3-page (vertical)	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>3</sup> / <sub>16</sub> "

### Mechanical Requirements

Printed offset	
Binding method	Notched perfect
Bleed size	8 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Trim size	8 <sup>1</sup> / <sub>2</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
Double-page spread	17 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "

Keep important art and copy at least 1/8" from trim size all around.

### Furnished Material

Digital files, specifically TIFF/IT-P1 and PDF/X-1a formatted, are preferred. PostScript files are acceptable only when prepared following our specifications. QuarkXPress, Adobe InDesign and other native files are not acceptable. For more information regarding digital files, contact the Social Register Association (see below). One complete set of S.W.O.P. density standard proofs must accompany all material. These proofs must contain color bars. 3M color keys are unacceptable as color guidance.

PMS Colors: Not available

Matched Colors: Made from process tints available.

Inserts: Rates on request.

(Must be furnished complete, ready to insert.)

### Print Circulation

Distributed world-wide to all subscribers to the *Social Register*.

Subscription price \$125.00 per year.

### Payment

All invoices must be paid upon receipt. A service charge of 1 1/2% per month will be applied to balances not paid within 30 days. Agency Commission: 15% of space, if paid within 30 days.

### Issuance (Print)

Published twice yearly, mid-November and mid-May.

### Closing Dates (Print)

Early September for the Fall/Winter issue; early March for the Spring/Summer issue. No cancellations accepted after closing date.

### General

Verbal agreements are not recognized. An insertion order must be received prior to closing.

Publisher is not liable for delays in delivery or non-delivery in the event of an act of God, action by any government or quasi-governmental entity, fire, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher (and/or his agents) affecting production or delivery in any manner.

The Social Register Association reserves the right to reject or cancel any advertising which, in the opinion of the publisher, does not conform to the standards of the publication.

When change of copy for advertising under contract is not received by closing date, the advertisement in the previous issue will be run.

The word "advertisement" will be placed with copy which, in the Social Register Association's opinion, resembles editorial matter.

The *Social Register's* liability for any error shall not exceed the cost of the space occupied by the error.

(Effective 11/12/09)

### Contracts, insertion orders, material and inquiries to:

Social Register Association  
60 Fifth Avenue  
New York, NY 10011-8868  
E-mail: csheblom@forbes.com  
www.socialregisteronline.com

S. Dorsey Smith  
Director of Advertising  
Tel: (212) 777-1179  
Fax: (212) 620-2350  
E-mail: dorsey-smith@att.net

# Social Register

Look at Dilatory Domiciles Always to Insure Accuracy



# 2010

Including the Social Register Observer

Every week countless magazines enter the homes of millions of people. But twice a year, one very special publication comes into the lives of approximately 25,000 extraordinary American families...

An unparalleled audience.  
An unparalleled marketing opportunity.

# Social Register®

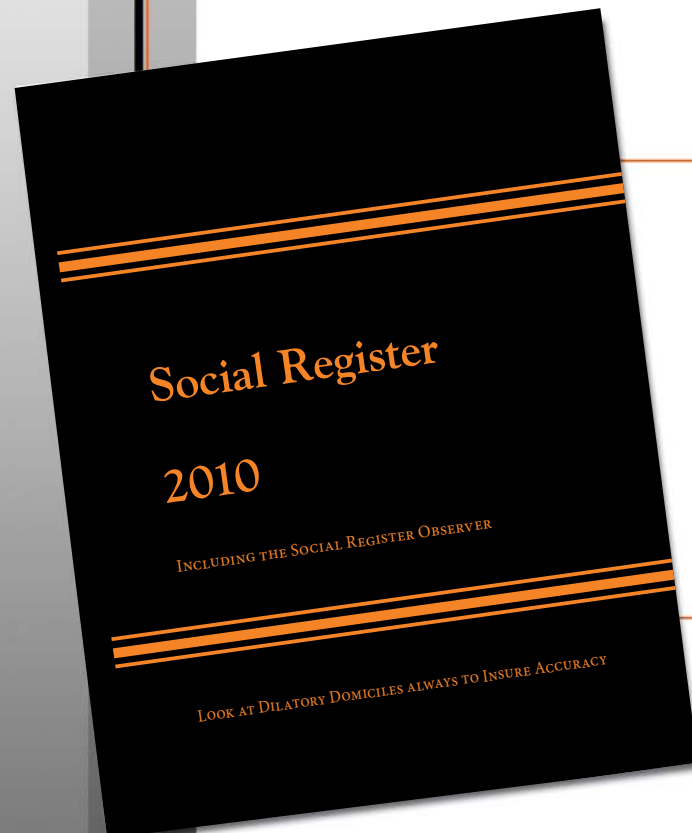
For 122 years the *Social Register* has been the most exclusive and trusted tool available to America's most prominent families for learning about and communicating with their peers. The nation's premier society reference, the *Social Register* not only contains the names, addresses (both winter and summer residences), club and society affiliations, alma maters and yachts of these remarkable families, but reports important news of changes in their lives: births, debuts, engagements, marriages and deaths.

Kennedy, Rockefeller, Du Pont – all families listed within the *Social Register's* pages. They are among our country's most highly educated, affluent and philanthropic individuals. They are decision-makers and trendsetters...

The *Social Register* also features stories about and largely by those listed, on a variety of subjects including but not limited to art, travel, collecting, literature, philanthropy, and history. It's the must-have resource for our country's social, business and political elite.

...and this is why luxury marketers and exclusive financial institutions (Tiffany, Christie's and Fiduciary Trust, to name a few) regularly choose the *Social Register* for their important brand messages.

- ◆ 45% attended an Ivy League university. Universities most often cited include Harvard, Yale and Princeton.
- ◆ 75% own multiple homes – with New York, Washington, Northeast Harbor, Nantucket, Southampton and Palm Beach among the most popular areas. (Many have homes in Europe as well, with England, Italy and France most frequently cited.)
- ◆ 400+ members have yachts (Hinckley, Pearson and Hatteras are the most common manufacturers).



"Over the years thousands have begged, borrowed, and pleaded to get in ..." – THE NEW YORK SUN

Please see reverse for more details about this one-of-a-kind marketing opportunity.