



ADVERTISING MATTERS

NEWSLETTER OF INTEREST TO **ARRL** ADVERTISERS

January 2004

Planning Ahead

A Message to our Advertising Clients,

As this calendar year draws to a close, we would like to thank all of you for a terrific year of action packed business. We also want to wish each of you a happy holiday season and a very prosperous New Year.

2003 was a very important year for ARRL commercial business relations. Our new advertising staff has worked hard to bring a heightened sense of urgency and accommodating professionalism into every aspect of our relationships with you, our valued advertising clients. We appreciate your business and your loyalty to ARRL, *QST*, and the Amateur Radio community. With your patience and input, we trust that our efforts to understand and serve your needs was successful in your opinion – the only opinion that really matters.

Please continue to share ideas and provide feedback during the coming months. Your concerns and comments are of paramount importance to us. Establishing this open dialog has been invaluable to us as we strive to maintain a mutually beneficial partnership with you.

This edition of *Advertising Matters* has several purposes and it will be an important working document for you throughout 2004. Please keep this issue nearby as you plan your business year.

Within the pages, you will find a complete **Planning Calendar** detailing the all-important closing dates for *QST*, *QEX*, and the *National Contest Journal*. You will note that all three periodicals now share the same closing dates – a great idea suggested to us by several advertisers.

This comprehensive issue of *Advertising Matters* includes a **FAQ Section** to provide answers to frequently asked questions. While the items discussed do not give a complete overview of our practices and policies (available by mail and on our website) this resource will provide you and your staff with answers to questions that come up most frequently. Please note that we have given particular attention to explaining how rates are calculated and when commissions apply.

Several exciting new **Specialty Advertising** opportunities were introduced in 2003. Thanks to the many comments and recommendations received from our advertisers, we are pleased to introduce a 2004 schedule and pricing for these products in this issue of *Advertising Matters*. We are certain these new advertising offerings will be valuable sales tools for your company in the coming year.

In closing, I would like to reiterate that we want to hear your comments, suggestions and yes, complaints too. The better we understand your needs, the more effective we can be in serving you.

Sincerely,

Debra Jahnke
Sales Manager

2004

Advertising Staff

Debra Jahnke, Sales Manager
Joe Bottiglieri, AA1GW, Accounts Manager
Carol Patton, KB1GAT, Advertising Traffic Coordinator
Diane Szlachetka, Advertising Graphic Designer

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www.arrl.org/ads/upload



QST: Ham Radio's #1 Magazine

ADVERTISING MATTERS is published by **ARRL**

Please contact us for additional information on advertising in any of our publications.

2004

2004 Specialty Advertising

ARRL has developed a number of **Specialty Advertising** opportunities for 2004 designed to enhance your business' ability to reach its marketplace. This issue of *Advertising Matters* describes in detail these new advertising products. Our staff eagerly looks forward to making these new opportunities a platform for increasing your business revenue in 2004. If you have any questions about any of these offerings, please do not hesitate to contact us.

New Ham Mailings

Seeking a low cost, easy-to-implement method to reach new hams?

In March 2004, ARRL will produce a **QST** sized 16 page, full color advertising booklet to send as part of our New Ham Mailings. These mailings are regularly sent via First Class mail. This booklet will be your first and best opportunity to showcase your products. Your ad can give each new ham instant access to your website and contact information! During the course of the year, your ad will reach new hams - estimated to be over 20,000 in 2004 - when their interest level is at its peak. **Every good businessperson knows that timing is everything.**

Space is limited. Please make your reservations early. Prices quoted here are your net costs—no extra charge for color. **QST** page specifications will be used - you can provide new material or pick up an existing **QST** ad. First Come, First Served.

Reservations must be received by February 2, 2004.

Materials are due no later than February 23, 2004.

Pricing:

Cover 2	\$3,200
Cover 3	\$3,200
Cover 4	\$3,400
Full page	\$2,700
1/2 Page	\$1,485
1/3 Page	\$1,150
1/4 Page	\$ 817
1/8 Page	\$ 449

Want to send a stand-alone message to each New Ham?

If you would like to include a separate coupon, flyer, or other promotional material in the **New Ham Mailing** package, contact us for special pricing. Simply provide us with a supply of the material you want to share with these new prospective customers and we will do the rest - all year long. Again, space is limited. First come, first served.

Publication Advertising

2004-2005 ARRL REPEATER DIRECTORY

Over 30,000 copies of this popular title are distributed every year. If your products are a match for readers of this pocket sized book, you won't find a more economical advertising opportunity anywhere. Your advertisement stays in the hands of your prospective customer 365 days a year.

Pricing:

Cover 2 & 3 (4 Color)	\$2,450
Cover 4 (4 Color)	\$3,000
Full Page Interior (Black & White) - Preferred Position	\$ 430
Full Page Interior (Black & White) - Run of book	\$ 375
1/2 Page Interior (Black & White) - Run of book	\$ 205

Covers and preferred positioning first come, first served.

Reservations must be received by February 20, 2004.

Materials are due no later than February 28, 2004.

ARRL GENERAL CLASS LICENSE MANUAL

In 2004 the General Class Question pool changes and we'll have a brand new edition of this # 1 selling license manual. Make the ultimate impression by placing your advertising on one of the two, four color spots available. With the exception of a limited amount of ARRL advertising, no other advertising will appear in this book.

Pricing:

Cover 2 (4 Color)	\$2,500
Cover 3 (4 Color)	\$2,500

Reservations must be received by March 17, 2004.

Materials are due no later than March 22, 2004

THE ARRL HANDBOOK

Known as an ARRL Flagship title, the Amateurs' Bible, or simply "The Handbook", virtually every active Amateur buys or has access to this book. Revised each year. The Handbook is now being distributed in major book chains, libraries and other mainstream sales points as well as experiencing continuing popularity in the traditional Amateur market. For the first time, interior advertisements will be featured in the 2005 edition, debuting in Fall 2004.

Pricing:

Cover 2 (4 Color)	\$3,000
Cover 3 (4 Color)	\$3,000
Full Page Interior (Black & White)	\$ 700
2/3 Page Interior (Black & White)	\$ 500
1/2 Page Interior (Black & White)	\$ 425
1/3 Page Interior (Black & White)	\$ 300
1/4 Page Interior (Black & White)	\$ 250
1/6 Page Interior (Black & White)	\$ 200

Reservations must be received by July 8, 2004.

Materials are due no later than July 15, 2004

QST Theme and Product Based Tear-Outs

ARRL will offer a variety of attention grabbing 8-page, full color tear-out sections inside QST during 2004. Use these advertising vehicles to dramatically increase visibility at bargain prices. These removable unique **QST** advertising sections will receive special attention via call-outs on a preceding page. They will be terrific opportunities to announce special pricing as well as detailed product information. Check out the schedule below and make your space reservations now.

APRIL 2004 QST – ANTENNA TIME!

In 2004, April QST will be the antenna theme issue. The Antenna Time! tear-out section makes the perfect matching advertising companion. We anticipate running ads for antennas, towers, rotors, antenna design software / books, feedlines, and hardware.

Reservations must be received by January 29, 2004.

Materials are due no later than February 4, 2004.

MAY 2004 QST – DAYTON HAMVENTION

If you are planning to attend HAMVENTION®, this tear-out section is your opportunity to call attention to your presence—and direct people to your booth. If HAMVENTION® isn't on your agenda, this is the issue to offer "Dayton Specials" from your store counter top.

Reservations must be received by March 2, 2004.

Materials are due no later than March 9, 2004.

SEPTEMBER 2004 QST – FALL SPECIALS TEAR-OUT

The beginning of the fall season brings renewed interest in getting on the air after a summer filled with activities that may have distracted us from ham radio. With the cooler temperatures comes propagation that is rapidly heating up for enhanced domestic and international communications. Fall also means that the winter DX and Contest Season is just around the corner, triggering activity by arguably some of the most active hams today – these same hams are also some of the most active big ticket buying customers, too. Use this special to get your share of the business from this highly motivated-to-buy customer base.

Reservations must be received by August 6, 2004.

Materials are due no later than August 13, 2004.

NOVEMBER 2004 QST – HOLIDAY SEASON THEME TEAR-OUT

No matter what your product line is, the holiday season can make or break any sales year. This is the time of the year when buying moods run the highest—and you want your products, location and web-site right out front!

Reservations must be received by September 3, 2004.

Materials are due no later than September 10, 2004.

ANYTIME 2004 QST – EXCLUSIVE TEAR-OUT

Reach the most active Amateur Radio operators and get the best exposure for your advertising dollar. Why produce you own mailing when we can run an entire 8 page QST tear-out devoted solely to your product line or company and put it in the hands of the most active hams in the United States. Call for special pricing.

TEAR-OUT SECTION PRICING

Prices listed below are for additional or increased size advertisements. **Advertisers who opt to transfer their page space previously committed to QST will be charged their regular page/color rate + 20%.** First come, first served.

Pricing for all tear-out sections includes color at no additional charge. These prices are NET - no other commissions, discounts, etc., apply.

Pricing:

Cover 2, 3 & 4	\$3,100
Full Page	\$2,900
3/4 Page	\$2,200
2/3 Page	\$1,950
1/2 Page	\$1,465
1/3 Page	\$995
1/4 Page	\$745
1/8 Page	\$380
1/12 Page	\$255
1/24 Page	\$130

Clip & Save

QST, QEX & National Contest Journal 2004 PLANNING CALENDAR

Issue	Reservations	Material
February 2004 _____	Thursday, December 11, 2003 _____	Tuesday, December 16, 2003 _____
March _____	Monday, January 13, 2004 _____	Friday, January 16, 2004 _____
April _____	Wednesday, February 11 _____	Monday, February 16 _____
May _____	Tuesday, March 16 _____	Friday, March 19 _____
June _____	Wednesday, April 14 _____	Monday, April 19 _____
July _____	Tuesday, May 18 _____	Friday, May 21 _____
August _____	Wednesday, June 16 _____	Monday, June 21 _____
September _____	Wednesday, July 14 _____	Monday, July 19 _____
October _____	Wednesday, August 18 _____	Monday, August 23 _____
November _____	Wednesday, September 15 _____	Monday, September 20 _____
December _____	Wednesday, October 13 _____	Monday, October 18 _____
January 2005 _____	Monday, November 15 _____	Thursday, November 18 _____
February _____	Monday, December 13 _____	Wednesday, December 15 _____

Answers to Frequently Asked Questions

Below you will find answers to the most frequently asked questions received by ARRL Advertising Staff. More detailed information regarding *QST*, *QEX* and *National Contest Journal* rates, page sizes, file specifications and other information can be found at: www.arrl.org/ads. Please contact us directly with specific questions or concerns.

QST File Specifications

QST is printed by web offset (line screen frequency 133-lpi). Ads should be submitted to ARRL on CD-ROM or via the ad upload site. High Resolution PDF files are preferred. For further details, please refer to www.arrl.org/ads

Production Assistance

Complete Production Services are offered by ARRL using onsite staff. Please contact us for rates and to schedule the production of advertisements requiring new composition or changes.

Commission Eligibility

A commission of 15% is given to recognized advertisers or agencies when, in the opinion of the publisher, the advertising materials submitted are complete and in accordance with our specifications. Advertisers that do not provide press-ready ad files with completed layout, composition and file production are not eligible for commission.

Color Charges

Second color: Red, Blue, Magenta or Yellow, including bleed, \$200.

Four color: (process) \$650

VERY IMPORTANT: Commissions are allowed only for transactions paid in accordance with ARRL Terms and Conditions. Commissions initially allowed for an insertion order will be withdrawn if the payment for the service is not paid on time.

Ad Cancellations and Changes

Cancellations or changes cannot be accepted after the closing dates. We will attempt to publish ads received after closing dates. **However, if ads are routinely received after the published closing dates, ARRL reserves the right to withdraw the 15% commission.**

How Rates Are Determined

Advertising space rates are detailed in the table below. *QST* rate discounts are based on space accumulation commitments within a consecutive 12-month period, not on the frequency of insertions. For instance, if you commit to a 1/6th-page ad in *QST* for a 12-month period, you will accumulate a total of 2 pages of advertising space and will be billed at the prevailing 2-page rate for each of your 1/6th page ads. When placing an ad, please indicate the anticipated run of the ad for reference. We will check with you before running the ad each month, unless otherwise instructed. Please call for further information. **Written binding confirmation of the space accumulation commitment may be required.**

Total Pages - QST	Full	3/4	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/24
1	\$4437	\$3360	\$2987	\$2240	\$1521	\$1141	\$775	\$581	\$395	\$198
2	4304	3259	2897	2173	1476	1107	752	564	383	192
3	4175	3161	2810	2108	1431	1074	729	547	371	186
4	4049	3066	2726	2045	1388	1041	707	531	360	180
5	3928	2974	2644	1983	1347	1010	686	515	350	175
6	3810	2885	2565	1924	1306	980	666	499	339	170
12	3696	2799	2488	1866	1267	950	646	484	329	165
18	3585	2715	2413	1810	1229	922	626	470	319	160
24	3477	2633	2341	1756	1192	894	607	456	309	155
36	3373	2554	2271	1703	1157	868	589	442	300	150
48	3272	2478	2202	1652	1122	842	575	429	291	146
60	3174	2403	2136	1603	1088	816	554	416	283	142
72	3079	2331	2072	1555	1056	792	538	403	274	137
84	2986	2261	2010	1508	1024	768	522	391	266	133
96	2897	2193	1950	1463	993	745	506	380	258	129
Total Pages	Full	3/4	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/24

Please call for Hamfest and Convention rates.