



Advertising Matters

January 2006

Plan Now for 2006! – Specialty Advertising –

ARRL has developed a number of **Specialty Advertising** opportunities for 2006, along with the tried and true successful tools offered in 2005, designed to enhance your ability to reach your marketplace. This issue of **Advertising Matters** describes in detail these advertising products. The Business Services staff looks forward to assisting you with any questions you may have. We are at your service to provide you with the best opportunity to help you reach your business goals.

QST Theme and Product-Based Tear Outs

In 2006, ARRL will offer 8 page, full color tear-out advertising sections in the May, August, and December issues of **QST**. Use these advertising vehicles to dramatically increase visibility at bargain prices. These unique **QST** advertising sections will receive special attention via call-outs on the preceding page. They present terrific opportunities to announce special pricing as well as detailed product information. The additional 8 pages in each issue will capture our reader's attention. And because the tear-outs have remained in the same issues for the past two years, our readers expect to see them and your ad!

– MAKE YOUR SPACE RESERVATIONS NOW! –

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%**. Ad placements are "run of book", but we will make every effort to honor placement requests on a first come, first served basis.

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

Cover 2, 3, & 4	\$3,245
Full Page	\$3,040
2/3 Page	\$2,000
1/2 Page	\$1,545
1/3 Page	\$1,055
1/4 Page	\$820
1/6 Page	\$540
1/8 Page	\$410
1/12 Page	\$300
1/24 Page	\$180

May 2006 QST Dayton HAMVENTION® Tearout

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 6, 2006.
Materials are due no later than March 9, 2006.**

August 2006 QST Antenna Time Tearout

August **QST** has become 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, feed line, and hardware.

**Reservations must be received by June 5, 2006.
Materials are due no later than June 8, 2006.**

December 2006 QST Holiday Season Theme Tearout

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 October 11, 2006.
Materials are due no later than October 16, 2006**

Anytime 2006 Exclusive Tearout

Reach the most active Amateur Radio operators and get the best exposure for your advertising dollar. Why produce your 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.

See Back Page for More Specialty Advertising Opportunities!

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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.

2006

QST, QEX and Nation Planning Calendars

QST Magazine

Issue	Reservation Date	Material Date
March	Wednesday, January 18, 2006 ...	Tuesday, January 24, 2006
April	Tuesday, February 14	Thursday, February 16
May	Monday, March 13	Thursday, March 16
June	Tuesday, April 11	Monday, April 17
July	Thursday, May 11	Tuesday, May 16
August	Monday, June 12	Thursday, June 15
September	Monday, July 17	Thursday, July 20
October	Wednesday, August 16	Monday, August 21
November	Thursday, September 14	Monday, September 18
December	Friday, October 13	Wednesday, October 18
January 2007 ..	Friday, November 10	Wednesday, November 15
February	Monday, December 11	Thursday, December 14

Clip & Save

2006

Discounts:

A discount to recognized advertisers or agencies of 15% will be allowed when, in the opinion of the publisher, the client is helpful to QST. Advertisers that leave layout, composition or file production to QST are not eligible for commission.

Commissions are not allowed on past due accounts. The advertiser is fully responsible for all published advertising it orders.

If you act as your own agency, we will allow you the 15% agency commission if we receive press-ready files to our specifications, **by the materials due date.**

QEX Magazine and NCJ Magazine

March/April 2006

Reservation Date:

Wednesday, January 18, 2006

Materials Due Date:

Tuesday, January 24, 2006

May/June 2006

Reservation Date:

Monday, March 13, 2006

Materials Due Date:

Thursday, March 16, 2006

July/August 2006

Reservation Date:

Thursday, May 11, 2006

Materials Due Date:

Tuesday, May 16, 2006

September/October 2006

Reservation Date:

Monday, July 17, 2006

Materials Due Date:

Thursday, July 20, 2006

November/December 2006

Reservation Date:

Thursday, September 14, 2006

Materials Due Date:

Monday, September 18, 2006

January/February 2007

Reservation Date:

Friday, November 10, 2006

Materials Due Date:

Wednesday, November 15, 2006

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2006

Payment Terms:

Cash payment in advance of publication by check or credit card is required until credit is established. Terms are 30 days, net. Billing date is the 8th of the month preceding publication. We also accept Mastercard, VISA, American Express and Discover Cards.

For a complete description of our business practices, page specifications and page rates please visit: www.arri.org/ads

Design & Production Corner

Creating a Postscript File from PageMaker 7 on a PC

Create a Postscript file in PageMaker and distill it manually using Acrobat Distiller 3.0:

- Open your PageMaker Document.
- Choose File > Print.
- Select a Postscript printer in the "Printer:" box, and choose Acrobat Distiller PPD in the "PPD:" Box. The Acrobat Distiller PPD, which is automatically installed with Acrobat, provides PageMaker with Acrobat Distiller information, such as fonts, paper sizes, and color capabilities. Check the Page Orientation.
- Click Paper.
Select a paper size or select Custom and enter the same width and height that you entered in the Page Setup dialog box. NOTE: For a Full Page Ad for QST with Crop Marks select Printer's marks, choose Custom and set the Paper size to 9.5" X 12".
- Click Options.
In the Send image data box, choose Normal. In the Postscript section in the Download fonts area: choose Postscript and True Type. Check the box that says Write Postscript to file. Hit the Browse button and choose a place to save the .PS file to. In the Data encoding Box, choose Send Binary image data. Hit the Save button. Check the Save as Normal Postscript button.
- Click Color.
Select Composite, Select Color. For Frequency type in 200 and for Angle type in 45.0
- Click Features.
Under Resolution, Click on 2400 dpi.
- Click Save. This will create the Postscript file.

Exit PageMaker.

Open the Postscript .ps file in Acrobat Distiller using the QST Magazine Job Options selection to create a Hi Res Press Ready PDF file.

The QST Magazine .joboptions file can be found at: www.arri.org/ads/specs

NOTE: BE SURE TO REMOVE Auto from the Colors Palette. It will make all black type print as 4-color.

To Embed Fonts in Distiller go to Settings in the menu, to Font Location. Make sure that you add in all of the places that you might have your fonts stored.

More Specialty Advertising Opportunities

2006-2007 Repeater Directory April 2006

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. Covers and preferred placements based on first come, first served.

Pricing:

Cover 2 & 3 (4-Color)	\$2,550
Cover 4 (4-Color)	\$3,190
Full Page Interior (Black & White) – Preferred Position	\$475
Full Page Interior (Black & White) – Run of book	\$415

Reservations must be received by January 24, 2006.
Materials are due no later than February 1, 2006.



New Ham Express June 2006 – 3rd Edition

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

In March 2004, ARRL produced a *QST* sized 16 page, 4 color advertising booklet to send as part of our New Ham Mailings. This successful advertising booklet has grown to 20 pages. These mailings are sent weekly via First Class mail to newly-licensed hams. This booklet is your first and best opportunity to showcase your products. Your ad gives each new ham instant access to your website and contact information! During the course of the year, your ad reaches new hams – over 20,000 in 2005 – 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 below are your net costs – no extra charge for color. *QST* page specifications and other terms will apply – you can provide new material or pick up an existing *QST* ad. First Come, First Served.

Pricing:

Cover 2	\$3,350
Cover 3	\$3,350
Cover 4	\$3,500
Full page	\$2,830
1/2 Page	\$1,580
1/3 Page	\$1,235
1/4 Page	\$880
1/6 Page	\$720
1/8 Page	\$510
1/12 Page	\$385

Reservations must be received by April 3, 2006.
Materials are due no later than April 24, 2006.

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 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.

Now You're Talking! 6th Edition

In 2006, the Technician question pool will change and we'll have a brand new edition of this # 1 selling license manual. If the FCC eliminates Morse testing in 2006, this book will likely sell at peak levels! Make the ultimate impression by placing your advertising on one of the two, 4-color spots available. With the exception of a limited amount of ARRL advertising, no other advertising will appear in this book.

Cover 2 (4 Color)	\$3,200
Cover 3 (4 Color)	\$3,200

Reservations must be received by March 17, 2006.
Materials are due no later than March 24, 2006.

The ARRL Handbook for Radio Communications 2007 Edition

Known as THE ARRL Flagship title, 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. Over 20,000 copies have been sold for the past two years. The 2007 edition will be substantially revised, debuting in the fall of 2006. For the third consecutive year, interior advertisements will be featured not only in the printed edition, but also on the fully searchable CD-ROM included with the Handbook.

Pricing:

Cover 2 (4 Color)	\$3,115
Cover 3 (4 Color)	\$3,115
Full Page Interior (Black & White)	\$745
2/3 Page Interior (Black & White)	\$540
1/2 Page Interior (Black & White)	\$465
1/3 Page Interior (Black & White)	\$335
1/4 Page Interior (Black & White)	\$285
1/6 Page Interior (Black & White)	\$230

Reservations must be received by July 21, 2006.
Materials are due no later than August 1, 2006.

Package Inserts. Include Your Advertising Flyer with Publications Orders New for 2006!

Each year, approximately 45,000 publications orders are shipped from our warehouse. Why not include your advertising flyer with every package or with a target market? Do you sell Antennas? Incorporate your ad in each order containing the **ARRL Antenna Book**, **Antenna Compendiums**, and **Antenna Zoning**. Would your product appeal to Licensing Manual purchasers? Let us place your advertisement with each manual shipped for a minimal cost to you. We can do all the work. Simply supply us with your ad copy; we will print and stuff the flyers in the outgoing shipments. Pricing depends on quantity printed. You can supply us with your ad flyers, also. Call for pricing details.

Visit us on the web at:
www.arrl.org/ads