



ARRL The national association for
AMATEUR RADIO®

225 Main Street Newington, Connecticut 06111-1494 USA

Advertising Matters



2015 Advertising Planning Guide

In addition to display advertising in *QST*, the #1 US Amateur Radio journal, we offer a variety of effective advertising tools and services to promote and sell your products and reinforce your brand recognition.

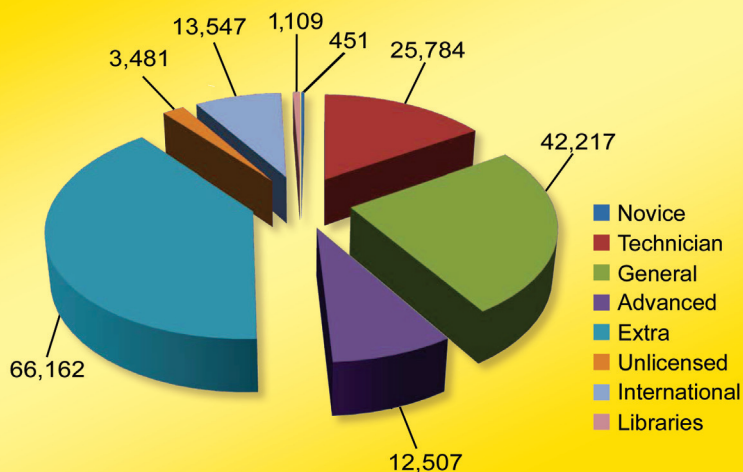
Our specialty advertising vehicles are listed throughout this issue and, for your convenience, we've also included a current copy of our *QST* display advertising rate sheet.

We hope you will use this issue of Advertising Matters as your ARRL advertising guide for the coming year.

As the American Radio Relay League begins 2015, our membership/reader numbers stand at over 165,000. Our monthly membership journal, *QST*, continues to be the most widely circulated Amateur Radio magazine in the US, with an active membership and consistent growth. In addition to the above total, our monthly net Radio Store sales average 3,109 copies per month.

A breakdown (including current ARRL Family members) of our membership/readership is shown here. If you want the largest number of active, involved Amateurs to see your advertisements, *QST* is the place to be.

ARRL Membership/Readership



Advertising Staff

Debra Jahnke, K1DAJ, Sales Manager, Business Services
Janet Rocco, W1JLR, Account Executive
Lisa Tardette, KB1MOI, Account Executive
Diane Szlachetka, KB1OKV, Advertising Graphic Design
Zoe Belliveau, W1ZOE, Business Services Coordinator



www.arrl.org/advertising-opportunities

Toll Free: 800-243-7768
Direct Line: 860-594-0207
E-Mail: ads@arrl.org



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.

QST Theme and Product-Based Tear-out

In 2015, ARRL will offer a number of theme-based, 4-color tear-out advertising sections. Use these advertising vehicles to affordably and dramatically increase your presence. These unique *QST* advertising sections always receive special attention. We'll further enhance that attention via call-outs on the preceding page. Preferred placements and cover spots accepted on a first-come, first-served basis.

March 2015 *QST* – Antenna Time! Tear-Out

Many of our advertisers expressed their concern that our annual Antenna Issue was too late in the year for sales opportunities. Thus, March *QST* has become the antenna theme issue. The Antenna Time! tear-out section makes the perfect matching advertising companion.

Reservations must be received no later than January 19, 2015.

Materials must be received by January 22, 2015.

May 2015 *QST* – Dayton Tear-Out

This is an issue all readers look forward to. 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. This is the issue to offer “Dayton Specials” from your store counter top.

Reservations must be received no later than March 16, 2015.

Materials must be received by March 19, 2015.

June 2015 *QST* – Field Day Issue – Upfront Insert Opportunity

June *QST* will carry the Field Day theme and contains a Field Day theme editorial insert. We will also insert a 6-page, 4-color Z-Fold advertising section immediately after page 16. Each page will carry a short folio at the bottom noting “Field Day Issue Advertising Section”. Both full and partial page advertisements will be accepted.

Reservations must be received no later than April 13, 2015. Materials must be received by April 16, 2015.



October 2015 *QST* – The DXing Issue – Upfront Insert Opportunity

The theme of this issue is DXing. We plan an informative, absorbing issues that showcases just how much fun DXing can be. This 6-page, 4-color Z-Fold advertising section will immediately follow page 16. Each page will carry a short folio at the bottom noting “DXing Issue Advertising Section”. Both full and partial page advertisements will be accepted.

Reservations must be received no later than August 17, 2015.

Materials must be received by August 20, 2015.

December 2015 *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 website right out front!

Reservations must be received no later than October 19, 2015.

Materials must be received by October 22, 2015.

Your Own Exclusive *QST* Tear-Out

Devote your own tear-out to showcasing your entire line or provide readers with an in-depth look at a single product that you are promoting. You can go to the expense of printing and mailing this information yourself or take advantage of 8 full-color pages in tear-out format, delivered to the most active amateur radio operators around. With postage and printing costs on the rise, this feature is more attractive than ever before. We will also include a 1/3 page vertical call-out on the preceding page at no charge. **Your net cost: \$20,500.**

8-Page Tear-Out Section Pricing For *QST* Theme

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 + 30%. Ad placements are “run of book”, but we will make every effort to honor placement requests on a first come, first served basis.

These prices are NET and include 4-color at no additional charge - no other commissions, discounts, etc, apply.

Pricing:

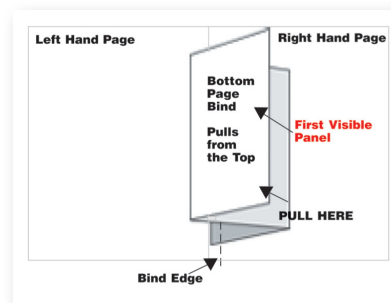
| | | | |
|-----------------------------|---------|-----------------|--------|
| Cover 2, 3, & 4 (Each)..... | \$3,375 | 1/4 Page | \$ 879 |
| Full Page | \$3,256 | 1/6 Page | \$ 578 |
| 2/3 Page | \$2,142 | 1/8 Page | \$ 423 |
| 1/2 Page | \$1,655 | 1/12 Page | \$ 322 |
| 1/3 Page | \$1,130 | 1/24 Page | \$ 192 |

Pricing For Special Z-Fold Section – June and October 2015 *QST*

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 + 40%. Ad placements are “run of book”, but we will make every effort to honor placement requests on a first come, first served basis. These prices are NET and include 4-color at no additional charge - no other commissions, discounts, etc, apply.

Pricing:

| | | | |
|---------------------------------|---------|-----------------|---------|
| First Z Page (when folded)..... | \$3,800 | 1/4 Page | \$1,046 |
| Last Z Page (when folded) | \$3,500 | 1/6 Page | \$ 689 |
| Full Interior Z Page | \$3,315 | 1/8 Page | \$ 504 |
| 2/3 Page | \$2,550 | 1/12 Page | \$ 383 |
| 1/2 Page | \$1,950 | 1/24 Page | \$ 230 |
| 1/3 Page | \$1,346 | | |



Publication Advertising

2015

2015-2016 ARRL Repeater Directory

Double your advertising exposure. All interior black and white advertising will be placed in BOTH the pocket-size AND desktop version of this popular ARRL title for one low price. In total, over 30,000 copies of the Repeater Directory are distributed each year.

Interior Black & White Advertising Pricing

Full Page Interior (Black & White) – Preferred Position \$ 475

Full Page Interior (Black & White) – Run of book \$ 415

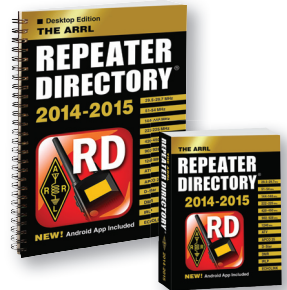
4-Color Cover Pricing for Pocket-Sized Edition – will appear in both versions for one low price.

Cover 2 & 3 (4 Color) (EACH) \$2,550

Cover 4 (4 Color) \$3,190

Call for special pricing if purchasing multiple cover advertising.

Reservations must be received by January 2, 2015. Materials are due January 9, 2015.



2015 ARRL General Class License Manual & ARRL General Q&A Manual – New Edition

They're the #1 Amateur Radio entry level study guides in the US. And we're offering a bonus. Place an advertisement in the new edition of The ARRL General Class License Manual and we'll put the same advertisement in the ARRL General Class Q&A Manual absolutely free. Interior advertisements are black and white. Cover advertisements are 4-Color.

Pricing:

Cover 2 \$3,095

Cover 3 \$2,985

Full Page \$680

2/3 Page \$589

1/2 Page \$510

1/24 Page \$195

1/3 Page \$430

1/4 Page \$345

1/6 Page \$285

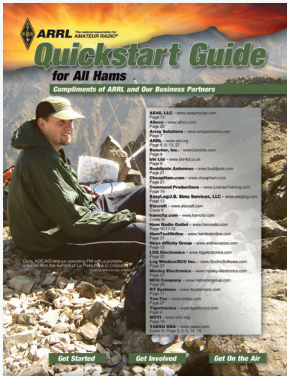
1/8 Page \$245

1/12 Page \$215

Existing QST ads may be used and we will be happy to convert interior ads to black and white.

Reservations must be received by January 30, 2015. Materials are due February 6, 2015.

ARRL's Quickstart Guide for All Hams



It's not just for new hams anymore. This advertising vehicle now enjoys a broader distribution to upgrades and others as well, and will include valuable editorial hints, tips and articles. New licensees will still receive the **Quickstart Guide** as part of ARRL's membership package (via First Class mail) as soon as we receive their information from the FCC. In addition, this advertising/information booklet will also be available at ARRL, W5YI and other VEC upgrade sessions. It will also enjoy bonus distribution at Hamfests and Conventions. We currently plan a 32-page booklet, although demand may take the page count higher. Covers and requested placement positions on a first-come, first-served basis. Prices quoted below are your net costs—no extra charge for color. QST page specifications will apply – you can provide new material or pick up an existing QST ad.

Pricing:

Cover 2 (4-color) \$3,350

Cover 3 (4-color) \$3,350

Cover 4 (4-color) \$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 June 23, 2015. Materials are due by June 30, 2015.



New for 2015! – Advertise in the **Handbook** and the **Antenna Book** and get the **Combo Rate** for each book! See below.

The ARRL Handbook for Radio Communications – 2016 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.

Pricing:

Cover 2 (4 Color) \$3,115 **\$2,336**

Cover 3 (4 Color) \$3,115 **\$2,336**

Full Page Interior (Black & White) \$ 700 **\$525**

2/3 Page Interior (Black & White) \$ 560 **\$420**

1/2 Page Interior (Black & White) \$ 448 **\$336**

1/3 Page Interior (Black & White) \$ 358 **\$269**

Pricing:

1/4 Page Interior (Black & White) \$ 287 **\$215**

1/6 Page Interior (Black & White) \$ 229 **\$172**

1/8 Page Interior (Black & White) \$ 184 **\$138**

1/12 Page Interior (Black & White) \$ 147 **\$110**

1/24 Page Interior (Black & White) \$ 117 **\$88**

Reservations must be received by July 10, 2015. Materials are due by July 16, 2015. Book here in Oct. 2015

The ARRL Antenna Book for Radio Communications – New Edition

The ARRL Antenna Book for Radio Communications is devoted entirely to that pioneering spirit. In this one book, you will find all of the information you need for complete antenna systems—from planning, to design and construction. The Antenna Book describes antennas for nearly any frequency range and operating application: from the HF low-bands through VHF, UHF and microwave; fixed station, portable, mobile, maritime, satellite and more!

Pricing:

Cover 2 (4 Color) \$3,115 **\$2,336**

Cover 3 (4 Color) \$3,115 **\$2,336**

Full Page Interior (Black & White) \$ 700 **\$525**

2/3 Page Interior (Black & White) \$ 560 **\$420**

1/2 Page Interior (Black & White) \$ 448 **\$336**

1/3 Page Interior (Black & White) \$ 358 **\$269**

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1/6 Page Interior (Black & White) \$ 229 **\$172**

1/8 Page Interior (Black & White) \$ 184 **\$138**

1/12 Page Interior (Black & White) \$ 147 **\$110**

1/24 Page Interior (Black & White) \$ 117 **\$88**

Reservations must be received by July 10, 2015. Materials are due by July 16, 2015. Book here in Oct. 2015

Advertising Deadlines & Info

QST Advertising Deadlines

| QST Issues: | Reservation Requested By: | Materials Due Dates: |
|----------------|-------------------------------|-------------------------------|
| JANUARY 2015 | November 12, 2014 – Wednesday | November 14, 2014 – Friday |
| FEBRUARY 2015 | December 12, 2014 – Friday | December 15, 2014 – Monday |
| MARCH 2015 | January 19, 2015 – Monday | January 22, 2015 – Thursday |
| APRIL 2015 | February 16, 2015 – Monday | February 19, 2015 – Thursday |
| MAY 2015 | March 16, 2015 – Monday | March 19, 2015 – Thursday |
| JUNE 2015 | April 13, 2015 – Monday | April 16, 2015 – Thursday |
| JULY 2015 | May 18, 2015 – Monday | May 21, 2015 – Thursday |
| AUGUST 2015 | June 15, 2015 – Monday | June 18, 2015 – Thursday |
| SEPTEMBER 2015 | July 13, 2015 – Monday | July 16, 2015 – Thursday |
| OCTOBER 2015 | August 17, 2015 – Monday | August 20, 2015 – Thursday |
| NOVEMBER 2015 | September 14, 2015 – Monday | September 17, 2015 – Thursday |
| DECEMBER 2015 | October 19, 2015 – Monday | October 22, 2015 – Thursday |
| JANUARY 2016 | November 13, 2015 – Friday | November 17, 2015 – Tuesday |
| FEBRUARY 2016 | December 10, 2015 – Thursday | December 14, 2015 – Monday |

QST Advertising Tearout Specialty Issue Information

| QST Issue | Advertising Tearout | Theme Issue | Specialty Issue Information |
|----------------|---------------------|-------------|---|
| JANUARY 2015 | — | DIY | Do It Yourself Issue |
| FEBRUARY 2015 | — | General | — |
| MARCH 2015 | YES | Antenna | Collector Antenna Issue Containing 8-page, 4-Color Ad Tearout Section |
| APRIL 2015 | — | General | — |
| MAY 2015 | YES | Hamvention® | Collector Issue Containing 8-page, 4-Color Ad Tearout Section |
| JUNE 2015 | YES | Field Day | Containing 6-Page, 4-Color Z-Fold Advertising Insert |
| JULY 2015 | — | General | — |
| AUGUST 2015 | — | General | — |
| SEPTEMBER 2015 | — | EmComm | Collector Issue Containing 8-page, 4-Color Ad Tearout Section |
| OCTOBER 2015 | YES | DXing | Collector DXing Issue |
| NOVEMBER 2015 | — | General | — |
| DECEMBER 2015 | YES | Holiday | Issue Containing 8-Page, 4-Color Ad Tearout Section |

NCJ and QEX Advertising Deadlines

| NCJ and QEX Issues: | Reservation Requested By: | Materials Due Dates: |
|------------------------|-------------------------------|-------------------------------|
| January/February 2015 | November 12, 2014 – Wednesday | November 14, 2014 – Friday |
| March/April 2015 | January 19, 2015 – Monday | January 22, 2015 – Thursday |
| May/June 2015 | March 16, 2015 – Monday | March 19, 2015 – Thursday |
| July/August 2015 | May 18, 2015 – Monday | May 21, 2015 – Thursday |
| September/October 2015 | July 13, 2015 – Monday | July 16, 2015 – Thursday |
| November/December 2015 | September 14, 2015 – Monday | September 17, 2015 – Thursday |

JANUARY 2015

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FEBRUARY 2015

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MARCH 2015

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APRIL 2015

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JUNE 2015

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JULY 2015

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AUGUST 2015

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SEPTEMBER 2015

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OCTOBER 2015

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NOVEMBER 2015

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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

DECEMBER 2015

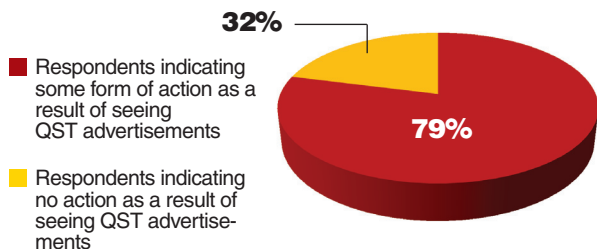
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CPM and You

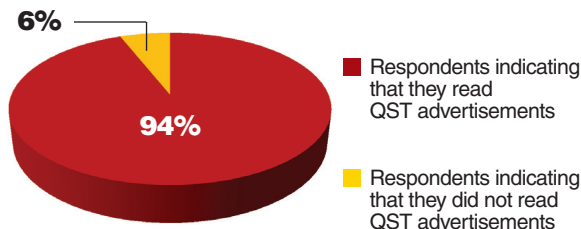


QST Advertising Effectiveness Level? **HIGH!**

Action Taken Due to QST Advertising



Attention to QST Advertising



Data gathered by Readex, a Stillwater, Minnesota research company.

CPM stands for Cost per Thousand and is one of the most commonly used bench marks in the advertising industry.

How CPM is Calculated and Why Cost is Relative

In magazine advertising, cost per reader is figured as CPM (cost per thousand). If a magazine charges \$100 for an ad and they have a circulation of 5,000, the CPM is \$20. If another magazine charges \$100 for an ad and has 15,000 readers, the CPM is \$6.66. Therefore you are paying less per reader for the magazine with the higher circulation. Using CPM alone, the obvious choice would be the magazine with \$6.66 CPM. But it's not quite that simple. If the magazine with the lower CPM doesn't have a core readership base likely to have a high interest level in your product or only reaches a small number of them, there are other things to consider—because that magazine with the \$6.66 CPM may very well produce much lower sales levels that match that low CPM. All that boiled down simply means this: just because it's cheaper doesn't mean it will produce the results you're looking for.

Questions You Need to Ask

Ideally, you want to market to the largest number of readers you can, whose interest level in your products will be high.

One advantage of magazines, especially monthlies, is that they have a much longer shelf life than newspapers and other media; they are often browsed through for months after publication. So your ad might have an audience for up to six months after its initial insertion. Moreover, readers spend more time per sitting with a magazine, so there's more chance they will run across your ad. No matter which type of publication you're buying space in, be sure to ask the following questions before you purchase any ad space:

- What's the magazine's circulation?
- What are the demographics of the readers?
- How is it distributed?
- How often is the magazine published?
- What are the special sections or themes planned for the year?

Timing is Everything

You also need to be aware of the best time to place your ads. Buying one ad for one issue is not effective. Magazine advertising works by repeatedly putting the same message in front of people's eyes until it is noticed. The first time the reader sees it, it may catch their eye. By the time they've seen it four or five times, they will be poised to react.

Why QST?

QST, the membership journal to over 165,000 members of ARRL has the widest distribution of any magazine in the US, dedicated to Amateur Radio and Amateur Radio operators. Now, that number isn't padded with pass along rates (you read it and the assumption is that you'll pass it along to a friend—some magazines count that as "circulation") and free distribution. That's the core. Active hams and soon to be hams. Yes, we do have free distribution, dealer newsstand sales, and sales to libraries, etc., but those copies aren't included in that membership number. So your biggest question is who do you want to reach and how much do you want to sell?

To summarize, QST, by far, provides the highest level of targeted saturation you'll find for your advertising. Might readers also see your ad in other publications? A smaller number will. But, just based on the numbers, it's a pretty good bet that if the reader is an active amateur, they'll see it in QST as well.

ARRL Web Banner Advertising

Advertising spots are subject to availability. In order to maximize visibility, a set number of advertisements are rotated through each advertising slot. Please check with us today to see if there's a banner slot to suit your needs.

Home Page



Top Single Premiere Slot – Sold on a one year contract only, with holder having first right of refusal at renewal. No other advertisements rotate through this 300 pixels wide x 250 pixels high slot, so there is constant visibility. In addition to being the first advertisement seen at the home page, this advertisement is also repeated (in a smaller size) on the call sign search page and also displayed full-size on the general search page. The advertisement may be changed as often as you like. The price for this advertising spot is \$1,205 per month.

Carousel Premiere Slot – Sold on a monthly basis. This slot is also 300 pixels wide x 250 pixels high, with a maximum of 8 advertisements rotating through this slot. Advertisements are also repeated in rotation (in a smaller size) on the call sign search page and also displayed full-size on the general search page. The advertisement may be changed as often as you like. The price for this advertising spot is \$500 per month.

Carousel End Page Slot – Sold on a monthly basis. This slot is also 300 pixels wide x 250 pixels high, with a maximum of 8 advertisements rotating through this slot. The advertisement may be changed as often as you like. The price for this advertising spot is \$500 per month. Repeated on call sign and general search results pages as explained above.



Secondary Page

We offer three sizes here and limit the number of advertisers per spot for maximum visibility of your advertisement. All ads for each ad slot will rotate through over 20,000 web pages! Change ads as often as you like.

Top of the Page – This advertisement appears “above the fold”, top right position. The price for the 180 pixel wide x 150 high ad is \$125 per month, one month term minimum commitment.

Need More Space? – This advertisement occupies a double space, right hand position. The price for the 180 pixel wide x 300 high ad is \$250 per month, one month term minimum commitment.

Bottom of the Page – This advertisement appears at the bottom right position. The price for the 180 pixel wide x 150 high ad is \$125 per month, one month term minimum commitment.

Contact Info: Advertising Staff

Debra Jahnke, K1DAJ, Sales Manager, Business Services
 Janet Rocco, W1JLR, Account Executive
 Lisa Tardette, KB1MOI, Account Executive
 Zoe Belliveau, W1ZOE, Business Services Coordinator

Toll Free: 800-243-7768
Direct Line: 860-594-0207
E-Mail: ads@arrl.org

Additional Ways to Advertise with ARRL

ARRL E-Newsletters

Reinforce your message by advertising in one of our ARRL E-Newsletters. These newsletters are sent to a sub-set of ARRL members who have opted in to receive them. You'll be able to measure effectiveness by the click-through rates and be able to place timely specials (and change them frequently) in these electronic vehicles. At present we have three newsletters delivered right to our members' email addresses:

The ARRL Letter

Offering timely and late-breaking Amateur Radio news on a weekly basis. The circulation for this E-Newsletter stands at 92,000 and continues to grow.

The ARRL ARES E-Newsletter

Providing information related to all aspects of the Amateur Radio Emergency Service on a monthly basis. Over 41,000 ARRL members subscribe.

The ARRL Contest Update E-Newsletter

A must for over 36,000 contesters who want hints, tips and the latest contesting 411. This E-Newsletter is sent on a bi-weekly basis.

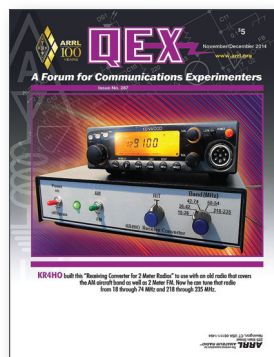
Space is limited to a small number of advertisements per newsletters and prices start as low as \$275.

Contact us today for more information.

Specialty Magazines

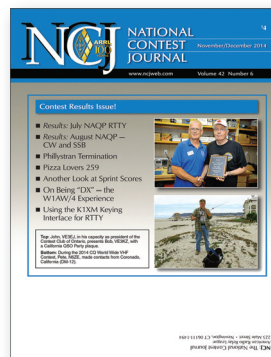
QEX Communications Quarterly and **NCJ (National Contest Journal)**

Published bimonthly in January/February, March/April, May/June, July/August, September/October and November/December. See Advertising Deadlines & Info Page for deadline details.



QEX Rates:

| | |
|-----------------|-------|
| Full Page | \$773 |
| 3/4 Page | \$567 |
| 2/3 Page | \$515 |
| 1/2 Page | \$412 |
| 1/3 Page | \$309 |
| 1/4 Page | \$206 |
| 1/6 Page | \$155 |



NCJ Rates:

| | |
|-----------------|-------|
| Full Page | \$412 |
| 3/4 Page | \$270 |
| 2/3 Page | \$248 |
| 1/2 Page | \$185 |
| 1/3 Page | \$130 |
| 1/4 Page | \$103 |
| 1/6 Page | \$78 |

Classified Ham Ads



Member Rate: \$1.00 per word

Company Rate: \$2.25 per word

Non-Member Rate: \$1.50 per word

Bolded: \$2.50 per word

1. Closing date for Ham Ads is the 15th of the second month preceding publication date. No cancellations or changes will be accepted after this closing date. Example: Ads received April 16th through May 15th will appear in July QST. If the 15th falls on a weekend or holiday, the Ham-Ad deadline is the previous working day.

2. No Ham-Ad may use more than 200 words. No advertiser may use more than two ads in one issue. A last name or call must appear in each ad. Mention of lotteries, prize drawings, games of chance, etc. is not permitted in QST advertising.

3. Some restrictions apply. Contact us for details.

Toll Free: 1-800-243-7767; Phone: 860-594-0209; Fax: 860-594-4285; Email: hamads@arrl.org

Advertising Sizes

Production Services

Get the Attention of More Customers!

ARRL offers high-quality production services to advertisers. These services include graphic design, ad layout, and production. The services are utilized by advertisers seeking a special look for ads, or for those considering ways to expand their exposure to customers by placing larger ads (color, full or half page). ARRL staff works closely with advertisers, completing work at a nominal cost. All work is done at ARRL's headquarters in Newington, Connecticut, using the most current graphics capabilities and state-of-the-art production and imaging technology. Your ARRL Advertising Representatives can assist you with all of our production services.

If local facilities for advertisement layout are not available or convenient to your organization, the ARRL Advertising Department can assist you in the production process. Production services are also available for Ad creation.

Ads can be submitted on CD, e-mailed to

ads@arrl.org

or you can upload your ad at

<http://www.arrl.org/qst-advertising-specifications>

and click the **ARRL Advertising UPLOAD SITE** button.

We can work with the following PC files:

InDesign CS6 or earlier versions, Photoshop CS6 or earlier versions, Illustrator CS6 or earlier versions, Microsoft Publisher or High Resolution PDF files (300 DPI and fonts must be embedded.)

If you provide native files all fonts must be included.

Advertising File Requirements:

Electronic Files: PDF Files with Embedded Fonts

Native PC Files: All Fonts used must be submitted.

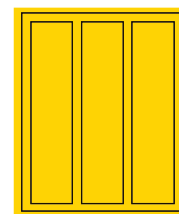
For more information visit

<http://www.arrl.org/advertising-and-other-business-opportunities>



2015

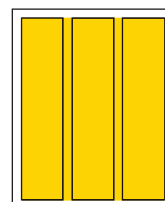
Ad Sizes



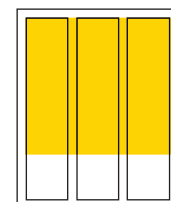
Full Page with 1/8" BLEED

Document Size:
8.438" W x 11" H
Crop Marks must be at
8.188" W x 10.75" H

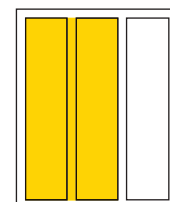
Trim Size:
8.188" W x 10.75" H



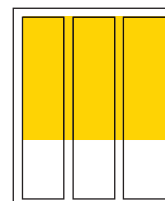
Full Page
7" W x 10" H



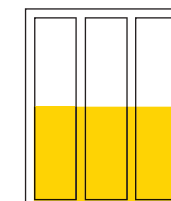
Three-fourths Vert.
7" W x 7-1/2" H



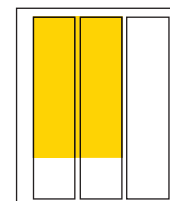
Two-thirds Vert.
4-5/8" W x 10" H



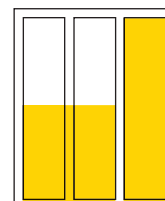
Two-thirds Horiz.
7" W x 6-3/4" H



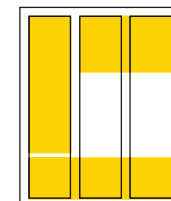
One-half Horiz.
7" W x 5" H



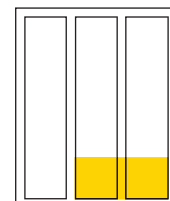
One-half Vert.
4-5/8" W x 7-1/2" H



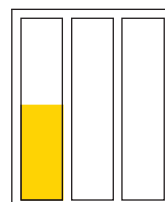
One-third
4-5/8" W x 5" H
2-1/4" W x 10" H



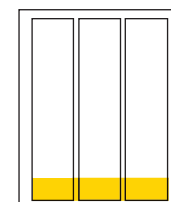
One-fourth
2-1/4" W x 7-1/2" H
4-5/8" W x 3-3/4" H
7" W x 2-1/2" H



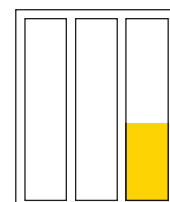
One-sixth Horiz.
4-5/8" W x 2-1/2" H



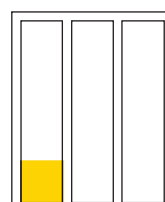
One-sixth Vert.
2-1/4" W x 5" H



One-eighth Horiz.
7" W x 1-1/4" H



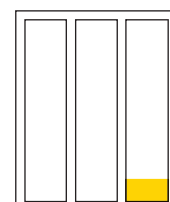
One-eighth Vert.
2-1/4" W x 3-3/4" H



One-twelfth Vert.
2-1/4" W x 2-1/2" H



One-twelfth Horiz.
4-5/8" W x 1-1/4" H



One-twenty-fourth
2-1/4" W x 1-1/4" H

QST, NCJ, QEX Advertising Document Set-up

2015

Note: This representation of a QST, NCJ, QEX Page is NOT to actual size.

Full Page with 0.125 inch Bleed
8.438" W x 11" H

Full Page Trim Size
8.188" W x 10.75" H

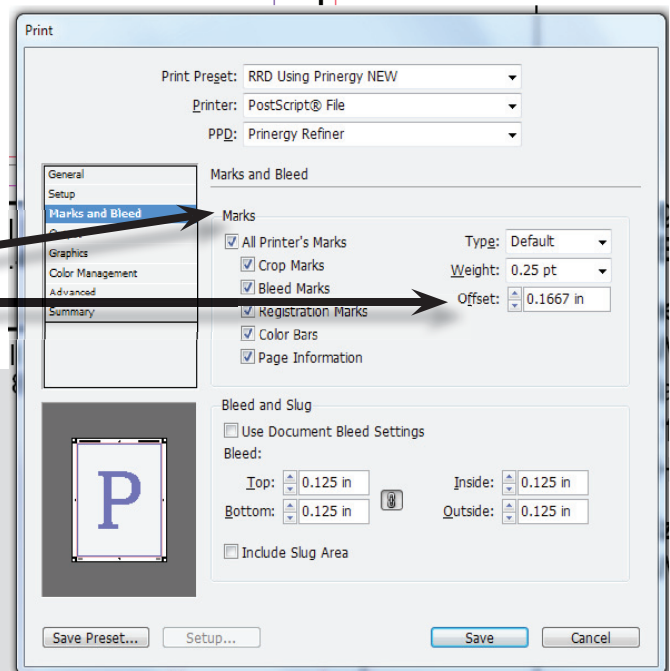
The Live Area (margins), for text or graphics, should be at least .375 inches away from the trim to ensure that no text or graphics will be cut when the Magazine is trimmed.

The outer **Red Line** here represents the **Bleed Area**.

The **Black Line** here represents the **Trim Area**.

The inside **Purple Line** here represents the **Live Area** or the **Graphics and Copy Area**.

When making the final PDF, all Printers Crop Marks on the Marks and Bleeds Tab, must be outside of the Bleed Area and Offset by 0.1667 inches as shown here on the right.



Final Check List:

Are your Fonts Embedded?

You can check by opening the PDF in Acrobat and going to File/Properties and click on the Fonts Tab. It should say Embedded or Embedded Subset. If it doesn't say that, they are NOT Embedded.

Is your Final PDF CMYK?

You can check by opening the PDF in Acrobat and going to Tools/Print Production/Output Preview, make sure there is only CMYK checked off.

If you have Spot Colors (PMS) you can go to Tools/Print Production/Ink Manager click the button at the bottom that says Convert all Spots to Process and Click on OK.

Do You Need a Template?

If you need a Template, we can provide you with one. Just let us know what program you will be working in.

If you have any questions, please feel free to e-mail me at: dszlachetka@arri.org or call me at 860-594-0323.