



ARRL The national association for
AMATEUR RADIO®

**225 Main St.
Newington, CT 06111**

American Radio Relay League Media Guide



Welcome

We're the American Radio Relay League, Inc., and we've been the national association for Amateur Radio for over 100 years – founded in 1914 by Hiram Percy Maxim with a few members, and then a few thousand. Today, our membership ranks have swelled to over 165,000 active Amateur Radio operators residing all over the world.

The League (ARRL for short) is a scientific and teaching organization offering a wide variety of services to our members and to the entire Amateur community. We publish over 175 Amateur Radio titles and our monthly membership journal, *QST*, is recognized as THE gold standard source of news and information for those devoted to Amateur Radio.

Your Advertising Team:

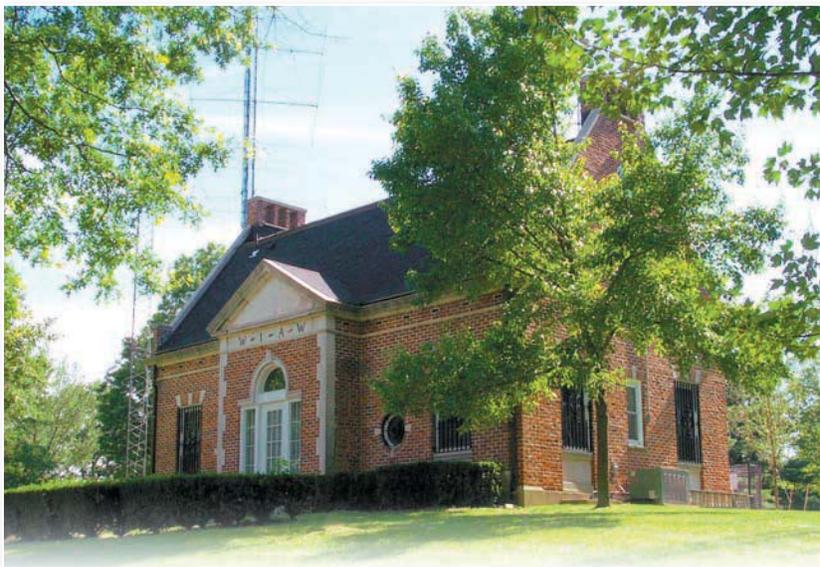
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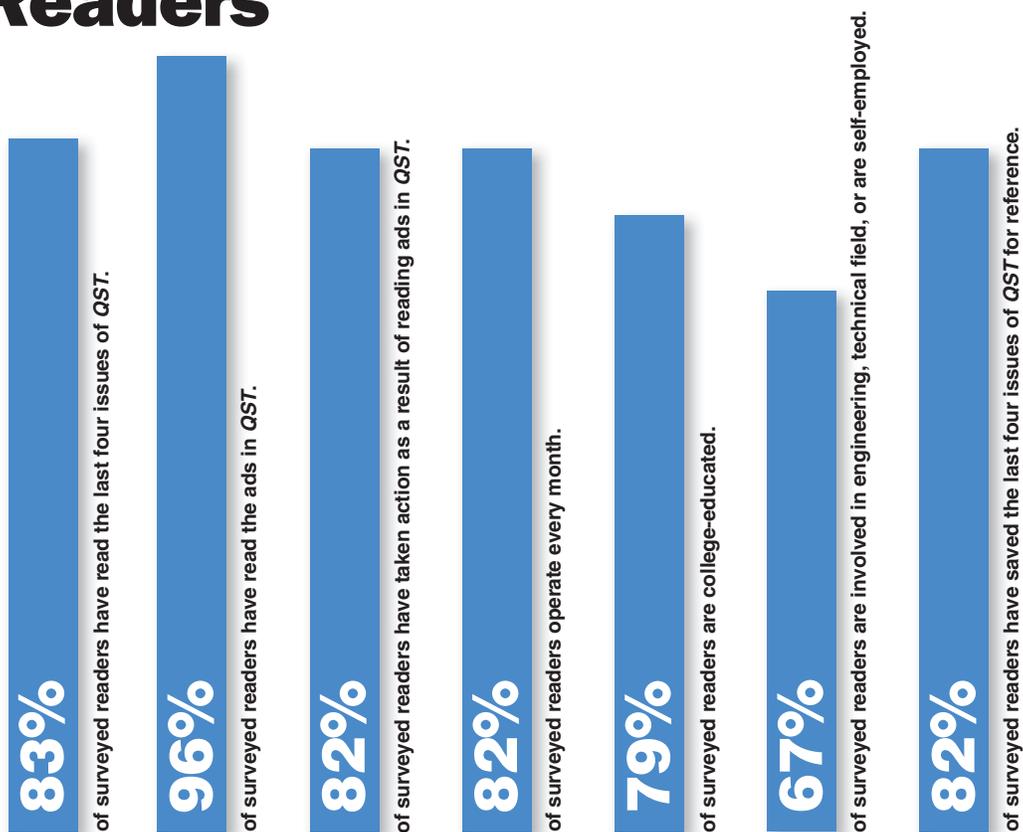
We have 165,000+ readers who are buying your competitor's products.

Why?

Because your competitor is advertising in QST magazine.

- The opportunity to reach the **entire** QST membership – **165,000+ strong!**
- Your ad in **digital QST** at no extra charge.
- Some of the **best rates** in the industry.
- Now, **new exclusive ad placement** opportunities.
- The ability to **announce new products**.
- Outstanding response from your target market – allowing you to **increase your bottom line**.
- Our monthly email lets you know what the monthly topics are – giving you time to **plan your advertising content**.
- **Take a bite out of your competitor's profits** by competing head-to-head.

Our Readers





ARRL The national association for
AMATEUR RADIO®

QST

QST is the flagship publication of the American Radio Relay League, providing news and information for all facets of amateur radio.

Our most widely-distributed publication inspires readers to embrace their love of amateur radio. Each monthly issue is compiled from submissions by some of the industry's most accomplished personalities and aspires to foster a sense of community among our members.

MONTHLY
DISTRIBUTION

COVERAGE
OF ALL ASPECTS
OF AMATEUR RADIO

THE VOICE OF
165,000+
MEMBERS

QST Theme and Special Ad Section Information

In 2017, ARRL will offer a number of theme-based, special 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.



March 2017 QST – Antenna Time! Issue

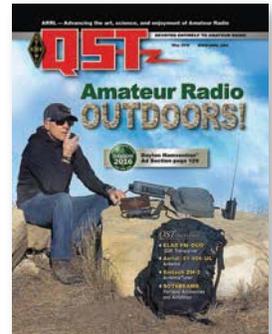
Because many of our advertisers expressed their concern that our annual Antenna Issue was too late in the year for sales opportunities, March QST has become the antenna theme issue. The Antenna Time! ad section makes the perfect matching advertising companion.

**Reservations must be received no later than January 19, 2017.
Materials must be received by January 23, 2017.**

May 2017 QST – Dayton Issue

This is an issue all readers look forward to. If you are planning to attend HAMVENTION®, this ad 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, also.

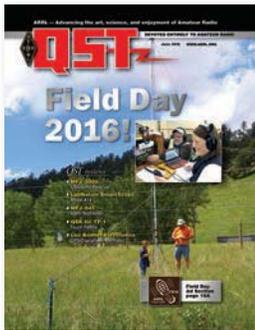
**Reservations must be received no later than March 16, 2017.
Materials must be received by March 20, 2017.**



June 2017 QST – Field Day Issue

June QST will carry the Field Day theme and contains a Field Day theme editorial insert. We will also feature a special advertising section.

**Reservations must be received no later than April 20, 2017.
Materials must be received by April 24, 2017.**



September 2017 QST – Public Service Issue

We plan an informative, absorbing issue that showcases emergency communications and public service. This issue will feature a special ad section.

**Reservations must be received no later than July 20, 2017.
Materials must be received by July 24, 2017.**



December 2016 QST – Holiday Season Issue

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, 2017.
Materials must be received by October 23, 2017.**



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

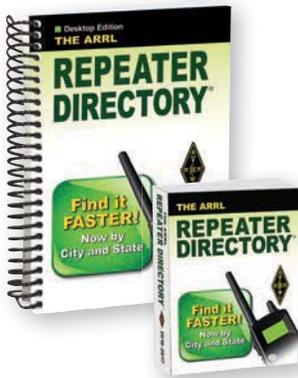
These prices are NET and include 4-color at no additional charge - no other commissions, discounts, etc, apply.

Pricing:	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
	1/4 Page	\$ 879		

Your Own Exclusive QST Tear-Out – With trimmed over-runs for show or store distribution

Create your own tear out to showcase your entire line or provide readers with an in-depth look at a single product that you are promoting. We can offer you a two-page (single full page sheet front and back), four-page (two full page joined sheets front and back) or six-page (three full page joined sheets front and back). With the exception of the June issue, your tear-out will be placed immediately after page 16 in QST. And if you're one of the many who are finding that printing show promotion literature prices are going through the roof, you'll be amazed at how inexpensive our trimmed and packaged over-runs will be. Once you calculate the price of making a splash in QST on 80# gloss stock, 4-color AND trimmed, show-ready over-runs and you'll see why any size tear-out is a bargain. Please contact us for pricing.

Publication Advertising



2017-2018 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. The Repeater Directory will be organized by states again this year rather than frequencies, but ads will be in the beginning of each state.

Interior Black & White Advertising Pricing

Full Page Interior (Black & White) – Preferred Position	\$ 475
Full Page Interior (Black & White) – Run of book	\$ 415

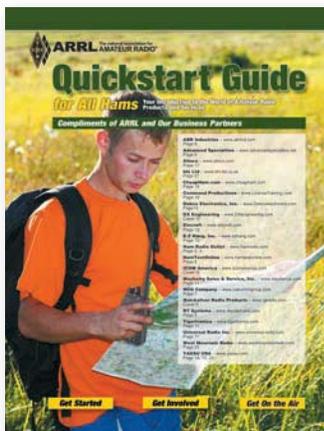
4-Color Cover Pricing for Pocket-Sized Edition – will appear in both versions for one low price.

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 19, 2017.

Materials are due January 24, 2017.



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.

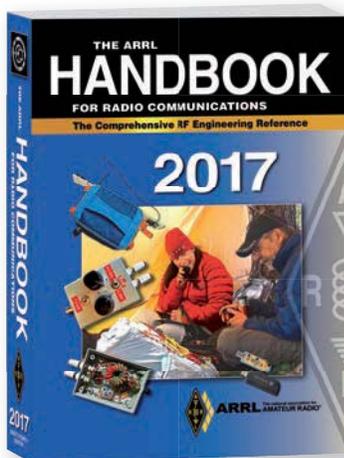
We currently plan a 32-page booklet, although demand may take the page count higher. Covers and requested placement positions on a first-come, first-served basis. Prices quoted below are your net costs—no extra charge for color. *QST* page specifications will apply – you can provide new material or pick 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, 2017.

Materials are due by June 30, 2017.



The ARRL Handbook for Radio Communications

Known as THE ARRL Flagship title, or simply "The Handbook", virtually every active Amateur buys or has access to this book. This year's edition will feature a major revision. 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. Existing *QST* ads may be used for the 2018 ARRL Handbook and we will be happy to convert interior ads to black and white.

Pricing:

Cover 2 (4-color)	\$3,115
Cover 3 (4-color)	\$3,115
Cover 4 (4-color)	\$700
Full Page (Black & White)	\$560
1/2 Page (Black & White)	\$448
1/3 Page (Black & White)	\$358
1/4 Page (Black & White)	\$287
1/6 Page (Black & White)	\$229
1/8 Page (Black & White)	\$184
1/12 Page (Black & White)	\$147
1/24 Page (Black & White)	\$117

Reservations must be received by July 10, 2017.

Materials are due by July 17, 2017.



ARRL The national association for
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ARRL Web and Electronic Products

The American Radio Relay League recognizes the value of leveraging technology to accomplish our mission. In doing so, we have created a suite of web based and electronic products through which we communicate with our membership frequently and deliver unique content to well-defined niches in amateur radio.

**AVAILABLE
EVERYWHERE**

**VISIBILITY
DRIVEN BY
CONTENT**

**DIVERSITY
OF THE
AUDIENCE**



ARRL Website Advertising



Home Page

Top Single Premiere Slot

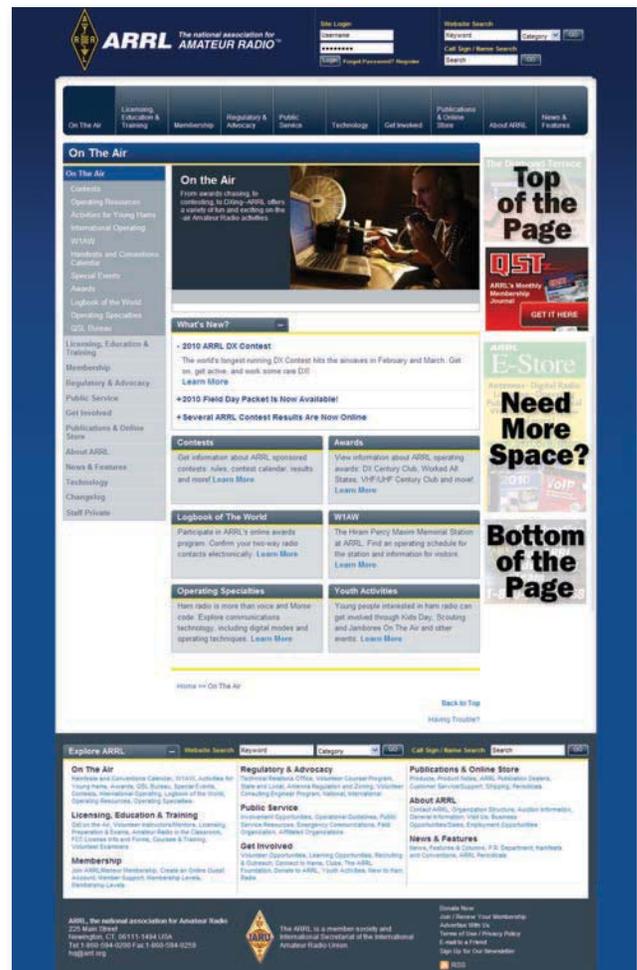
Sold on a one year contract only, with holder having first right of refusal at renewal. No other advertisements rotate through this 300 pixels wide x 250 pixels high slot, so there is constant visibility. In addition to being the first advertisement seen at the home page, this advertisement is also repeated (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 Pages

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.

LoTW Pages

You will not find a more active group to market to. Logbook of The World (LoTW) is a highly prized member benefit. In fact, it ranks right behind QST and is used by members and non-members as well. All advertising spots are 300 pixels wide x 250 pixels high.

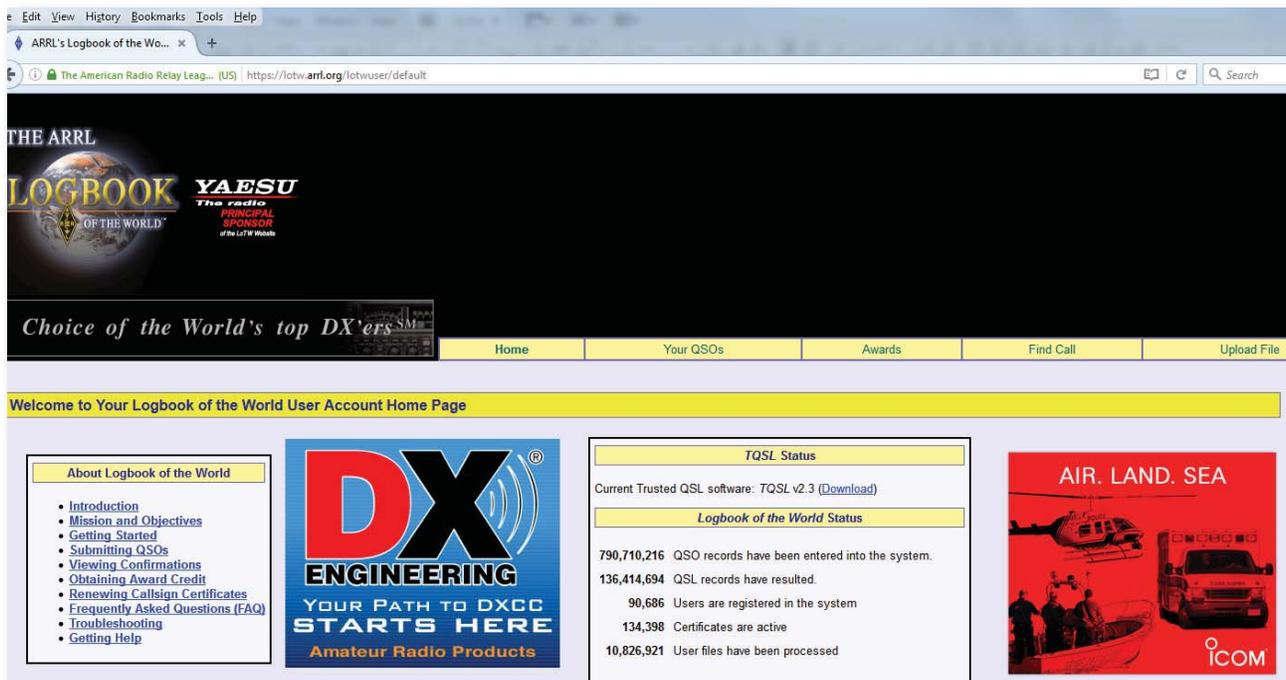
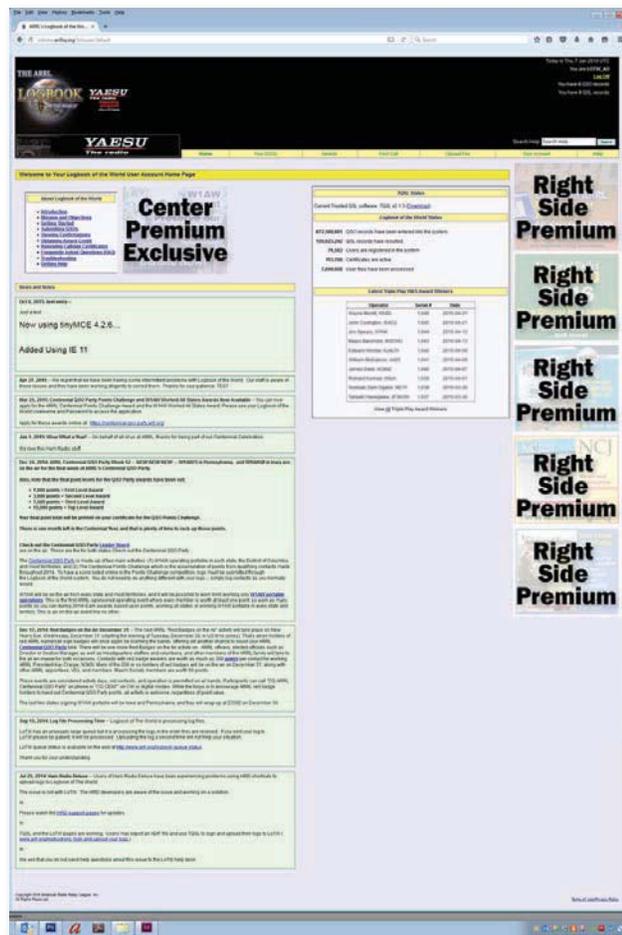
We offer two levels of advertising:

Center Premium Exclusive Placement:

This advertisement will be front and center on the ARRL's Logbook of the World Homepage, **AFTER THE LOG-IN PAGE**. No other advertisements will share this space. In addition, this advertisement will display on the Logbook Find Call page anytime a callsign search is executed. The price per month for this exclusive advertising space with bonus display on the Find Call page is \$685 per month (minimum of a two month commitment). You may switch your advertisement as often as you like.

Right Side Premium Placement:

These advertisement slots will have a maximum of 3 advertisements rotating through each space of the ARRL's Logbook of the World Homepage, **AFTER THE LOG-IN PAGE**. Your ad will also have bonus placement on the following pages: Your Logbook QSOs, Logbook Awards, Your Logbook DXCC Award Account and Your Logbook Award Account. The price per advertisement per month (minimum of a two month commitment) is \$405. All advertisements may be switched out as often as you like.



Opt-in Dedicated 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.

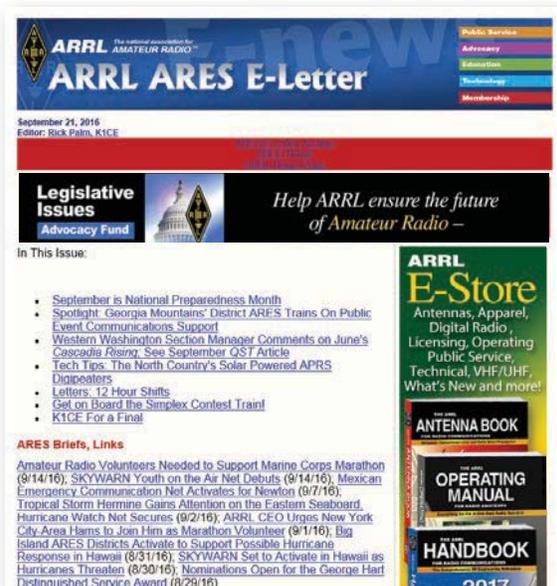
Space is limited to 9 advertisements per newsletter.

Prices:

200 X 250 pixels _____ \$200.00/month
 468 X 200 pixels _____ \$250.00/month
 200 X 650 pixels _____ \$500.00/month

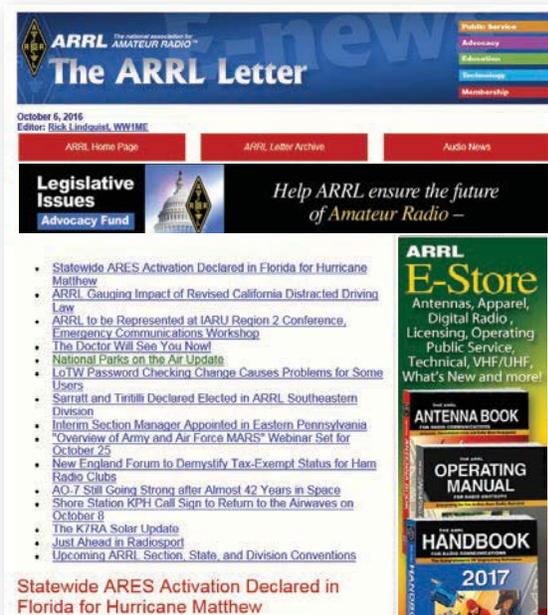
The ARRL Letter

Offering timely and late-breaking Amateur Radio news on a weekly basis. The circulation for this E-Newsletter stands at 103,000 and continues to grow.



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.



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.



Additional Ways to Advertise

Classified Ads

Rates:

Member	\$1.00 per word
Non-member	\$1.50 per word
Company	\$2.25 per word
Bold	\$2.50 per word

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 Classified ad deadline is the previous working day.

No Classified ad may use more than 200 words. No advertiser may place 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. Some restrictions apply.

Phone: 860-594-0209;
Fax: 860-594-4285;
Email: hamads@arrl.org



Specialty Magazines

QEX and **NCJ**

Published bimonthly in January/February, March/April, May/June, July/August, September/October and November/December.

National Contest Journal

The **NCJ**, published bimonthly, features articles by top contesters, letters, hints, statistics, scores, NA Sprint and QSO Parties. Whether you're a big gun or small, NCJ provides a valuable source of information on the active world of competitive radio. Sent to 2,000 extreme contesters.

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

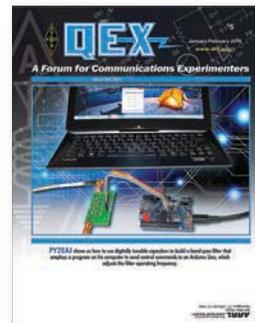


QEX: The Forum for Communications Experimenter

QEX is published bimonthly, featuring technical articles, columns, and other items of interest to radio amateurs and communications professionals. Articles range from simple construction projects to progress in radio theory. Sent to 6,200 avid experimenters.

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



2017 Production Schedule

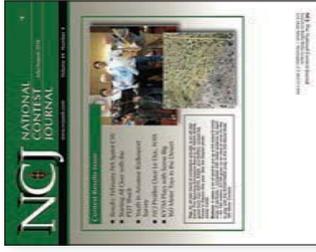
QST



QST Issue:	Space Reservation:	Materials Due:	Theme Issue:	Special Ad Section:
JANUARY 2017	November 14, 2016 – Monday	November 17, 2016 – Thursday	Do It Yourself	—
FEBRUARY 2017	December 13, 2016 – Tuesday	December 16, 2016 – Friday	General	—
MARCH 2017	January 19, 2017 – Thursday	January 23, 2017 – Monday	Antenna	YES
APRIL 2017	February 16, 2017 – Thursday	February 20, 2017 – Monday	General	—
MAY 2017	March 16, 2017 – Thursday	March 20, 2017 – Monday	Hamvention®	YES
JUNE 2017	April 20, 2017 – Thursday	April 24, 2017 – Monday	Field Day	YES
JULY 2017	May 15, 2017 – Monday	May 19, 2017 – Friday	General	—
AUGUST 2017	June 15, 2017 – Thursday	June 19, 2017 – Monday	General	—
SEPTEMBER 2017	July 20, 2017 – Thursday	July 24, 2017 – Monday	Public Service	YES
OCTOBER 2017	August 17, 2017 – Thursday	August 21, 2017 – Monday	DXing	—
NOVEMBER 2017	September 14, 2017 – Thursday	September 18, 2017 – Monday	Product Review	—
DECEMBER 2017	October 19, 2017 – Thursday	October 23, 2017 – Monday	Holiday	YES
JANUARY 2018	November 13, 2017 – Monday	November 16, 2017 – Thursday	Do It Yourself	—
FEBRUARY 2018	December 14, 2017 – Thursday	December 18, 2017 – Monday	General	—

NCJ and QEX

Issue:	Space Reservation:	Materials Due:
January/February 2017	November 14, 2016 – Monday	November 17, 2016 – Thursday
March/April 2017	January 19, 2017 – Thursday	January 23, 2017 – Monday
May/June 2017	March 16, 2017 – Thursday	March 20, 2017 – Monday
July/August 2017	May 15, 2017 – Monday	May 19, 2017 – Friday
September/October 2017	July 20, 2017 – Thursday	July 24, 2017 – Monday
November/December 2017	September 14, 2017 – Thursday	September 18, 2017 – Monday



Print Advertising

File preparation tips and guidelines for Print Advertisements

Set All Images and Graphics To CMYK Color Mode

Although modern print systems will automatically convert RGB images to CMYK mode for printing, some changes in color will often occur. **Ensure all images and graphics are set to the CMYK color** mode to obtain a better representation of how colors will look in the printed product. When converting, you may notice that some colors, particularly those that are especially 'vibrant' may appear more 'dull' in appearance. This is a normal occurrence as some colors that can be produced on your computer's screen cannot be recreated in the CMYK printing process.

Sending Your Files

Send your advertisement to us by the materials' due date. We offer three methods for you to submit your digital files to us:

Email: **ads@arri.org** for files larger than 10MB, utilize our FTP service.

Web-Based FTP Site: **www.arri.org/advertising-upload.php**
Click on the **ARRL Advertising UPLOAD SITE** button.

On Disc: Supported Media: **CD or DVD** (all disc formats supported)

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.

Advertising File Requirements:

Electronic Files: High Resolution (300 DPI) PDF Files with Embedded Fonts
Native PC Files: All Fonts used must be submitted.

For more information visit **<http://www.arri.org/advertising-and-other-business-opportunities>**

Supported PC Applications:

InDesign CS6 or earlier versions –

Preferred: PDF (Press Quality) If sending native files, choose File, Package to automatically create a directory that contains all linked images and fonts.

Photoshop CS6 or earlier versions –

Preferred: PDF (Press Quality) If sending native files, include All Layers or a Flattened TIFF File to ensure that all Typefaces and Graphics appear as intended.

Illustrator CS6 or earlier versions –

Preferred: PDF (Press Quality) If sending native files, include All Layers or choose Type, Create Outlines to ensure all typefaces appear as intended.

Microsoft Publisher

Preferred: PDF (Press Quality) If sending native files, all linked images and fonts must be embedded or sent as separate files.

Bleeds:

Bleeds are accepted only on advertisements FULL page ads. Please allow 1/8" on all bleeding edges.
All Crop (Trim) Marks MUST be outside of the Bleed area.

Resolution:

For Print advertisements, resolution should be 300 dpi.

Advertising Document Set-up

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.

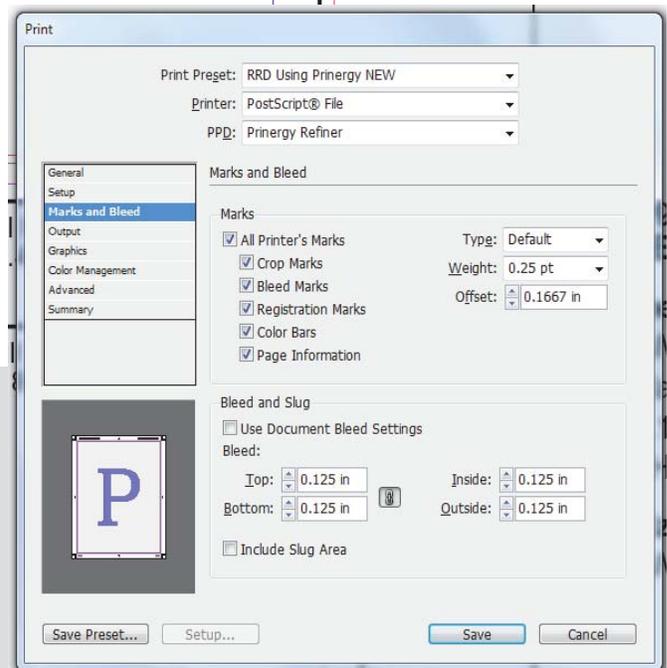
If you have Spot Colors (PMS) you can go to Tools/Print

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@arrrl.org or call me at 860-594-0323.



Digital Advertising

Criteria for Our Digital Platforms

Set All Images and Graphics To RGB Color Mode

Ensure all images and graphics are set to the RGB color mode to obtain a better representation of how colors will look in the Digital Ad.

Sending Your Files

Send your advertisement to us by the materials' due date. We offer three methods for you to submit your digital files to us:

Email: ads@arri.org for files larger than 10MB, utilize our FTP service.

Web-Based FTP Site: www.arri.org/advertising-upload.php
Click on the **ARRL Advertising UPLOAD SITE** button.

On Disc: Supported Media: **CD or DVD** (all disc formats supported)

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.

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.

Advertising File Requirements:

Electronic Files: Native PC Files: All Fonts used must be submitted.

For more information visit <http://www.arri.org/advertising-and-other-business-opportunities>

Supported PC Applications:

Photoshop CS6 or earlier versions –

Preferred: If sending native files, include All Layers to ensure that all Typefaces and Graphics appear as intended. Final ad should be in a TIFF, JPEG or GIF Format.

GIF

Animations are accepted with no looping limit.

HTML 5

There must be at least a 1 second delay between frames.

JPG [No special considerations]

Flash/Shockwave

Since not all browsers support Flash/Shockwave, banner code must be degradable to Flash 8 or earlier and must service a backup GIF file. Click through locations must be hard coded into Flash movies before creative is submitted by adding the necessary redirect string to the click through variable.

Alt Text

Include live linking URL and ALT text, if desired. (May not exceed 55 characters, including spaces.) A minimum of one business day is required for implementation of campaigns and creative refreshes.

Resolution:

For Digital advertisements, resolution should be 72 dpi.

File Size: Limited to 3MB