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 157,000 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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Phone: 860-594-0203

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Account Executive
E-mail: ltardette@arrl.org
Phone: 860-594-0255
## 2020 Production Schedule

### QST

<table>
<thead>
<tr>
<th>QST Issue:</th>
<th>Space Reservation:</th>
<th>Materials Due:</th>
<th>Theme Issue:</th>
<th>Print Edition:*</th>
<th>Digital Edition: **</th>
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<tbody>
<tr>
<td>January 2020</td>
<td>November 12, 2019</td>
<td>November 15, 2019</td>
<td>Do It Yourself</td>
<td>December 10, 2019</td>
<td>December 10, 2019</td>
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<tr>
<td>April 2020</td>
<td>February 11, 2020</td>
<td>February 14, 2020</td>
<td>Antenna</td>
<td>March 3, 2020</td>
<td>March 6, 2020</td>
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<td>May 2020</td>
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<td>March 16, 2020</td>
<td>Hamvention®</td>
<td>March 31, 2020</td>
<td>April 6, 2020</td>
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<td>July 2020</td>
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<td>General</td>
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<td>October 2020</td>
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<td>General</td>
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<td>September 8, 2020</td>
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<td>November 2020</td>
<td>September 9, 2020</td>
<td>September 14, 2020</td>
<td>General</td>
<td>September 29, 2020</td>
<td>October 9, 2020</td>
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<td>January 2021</td>
<td>November 12, 2020</td>
<td>November 17, 2020</td>
<td>General</td>
<td>December 8, 2020</td>
<td>December 9, 2020</td>
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### NCJ, QEX, and On the Air

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<tr>
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<tr>
<td>January/February 2020</td>
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<td>July 13, 2020</td>
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<td>September 9, 2020</td>
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* Print QST begins mailing over one week period
** Digital QST available to members
Publication Advertising

ARRL Extra License Manual & ARRLL Extra Q&A Manual New Editions

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 ARRLL Extra Class License Manual and we’ll put the same advertisement in the Spiral Bound and the ARRLL Extra Class Q&A Manual absolutely free. Existing QST ads may be used and we will be happy to convert interior ads to black and white. Interior advertisements are black & white. Cover advertisements are 4-Color.

Pricing:

<table>
<thead>
<tr>
<th>Cover</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/6 Page</th>
<th>1/8 Page</th>
<th>1/12 Page</th>
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<td>$2,450</td>
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<td>$1,950</td>
</tr>
<tr>
<td>Full Page</td>
<td>$680</td>
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<td>$448</td>
<td>$184</td>
<td>$117</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$560</td>
<td>$459</td>
<td>$389</td>
<td>$326</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$448</td>
<td>$358</td>
<td>$285</td>
<td>$229</td>
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<td>$117</td>
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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. Existing QST ads may be used and we will be happy to convert interior ads to black and white.

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<td>$117</td>
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2021 ARRL Repeater Directory

The new 2021 Repeater Directory will be the 4th edition to include “crowdsourced” data contributed by users, repeater owners, and volunteer frequency coordinators. Data for the Repeater Directory is supplied by ARRLL partner RFinder, the creator of a web- and app-based directory of Amateur Radio repeaters worldwide. This means more data, and updates more often. Your ad from the 2020 edition can be picked-up or updated. We can convert existing QST advertisements for interior black and white ads. Those who purchase covers will be provided with full-bleed specs.

Interior Black & White Advertising Pricing

- Full Page Interior (Black & White) – Preferred Position: $495
- (in front of requested state)
- Full Page Interior (Black & White) – Run of book: $425

4-Color Cover Pricing

- Cover 2 & 3 (4 Color) (EACH): $2,550
- Cover 4 (4 Color): $3,190

Reservations must be received by October 23, 2020. Materials are due October 30, 2020.
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 contestants, 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
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.
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.
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:

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
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<tbody>
<tr>
<td>200 X 250 pixels</td>
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<tr>
<td>468 X 200 pixels</td>
<td>$250.00/month</td>
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<tr>
<td>200 X 650 pixels</td>
<td>$500.00/month</td>
</tr>
</tbody>
</table>

The ARRL Letter

Offering timely and late-breaking Amateur Radio news on a weekly basis. The circulation for this E-Newsletter stands at 105,000 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.
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.
We have 157,000+ 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 – 157,000+ 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

- 83% of surveyed readers have read the last four issues of QST.
- 96% of surveyed readers have read the ads in QST.
- 82% of surveyed readers have taken action as a result of reading ads in QST.
- 82% of surveyed readers operate every month.
- 79% of surveyed readers are college-educated.
- 67% of surveyed readers are involved in engineering, technical field, or are self-employed.
- 82% of surveyed readers have saved the last four issues of QST for reference.