



ARRL The national association for
AMATEUR RADIO®

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

American Radio Relay League 2019/2020 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 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:

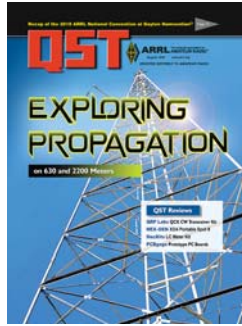
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Account Executive
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2020 Production Schedule

QST



QST Issue:	Space Reservation:	Materials Due:	Theme Issue:	Print Edition:*	Digital Edition:**
January 2020	November 12, 2019	November 15, 2019	Do It Yourself	December 10, 2019	December 10, 2019
February 2020	December 11, 2019	December 16, 2019	General	January 7, 2020	January 10, 2020
March 2020	January 13, 2020	January 16, 2020	General	Feb. 4, 2020	Feb. 7, 2020
April 2020	February 11, 2020	February 14, 2020	Antenna	March 3, 2020	March 6, 2020
May 2020	March 11, 2020	March 16, 2020	Hamvention®	March 31, 2020	April 6, 2020
June 2020	April 13, 2020	April 16, 2020	Field Day	May 5, 2020	May 8, 2020
July 2020	May 12, 2020	May 15, 2020	General	June 2, 2020	June 8, 2020
August 2020	June 10, 2020	June 15, 2020	General	June 30, 2020	July 6, 2020
September 2020	July 13, 2020	July 16, 2020	General	August 4, 2020	August 7, 2020
October 2020	August 11, 2020	August 14, 2020	General	September 1, 2020	September 8, 2020
November 2020	September 9, 2020	September 14, 2020	General	September 29, 2020	October 9, 2020
December 2020	October 12, 2020	October 15, 2020	Holiday	November 3, 2020	November 6, 2020
January 2021	November 12, 2020	November 17, 2020	General	December 8, 2020	December 9, 2020
February 2021	December 10, 2020	December 15, 2020	General	January 5, 2021	January 8., 2021

NCJ, QEX, and On the Air

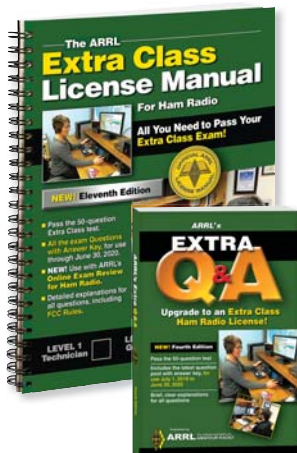
Issue:	Space Reservation:	Materials Due:
January/February 2020	November 12, 2019	November 15, 2019
March/April 2020	January 13, 2020	January 16, 2020
May/June 2020	March 11, 2020	March 16, 2020
July/August 2020	May 12, 2020	May 15, 2020
September/October 2020	July 13, 2020	July 16, 2020
November/December 2020	September 9, 2020	September 14, 2020

* Print QST begins mailing over one week period

** Digital QST available to members



Publication Advertising



ARRL Extra License Manual & ARRL 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 ARRL Extra Class License Manual and we'll put the same advertisement in the Spiral Bound and the ARRL 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:

Cover 2.....	\$3,095	1/3 Page	\$430
Cover 3.....	\$2,985	1/4 Page	\$345
Full Page	\$680	1/6 Page	\$285
2/3 Page	\$589	1/8 Page	\$245
1/2 Page	\$510	1/12 Page	\$215
		1/24 Page	\$195

Reservations must be received by February 7, 2020.

Materials are due Wednesday, February 21, 2020.

The ARRL Handbook for Radio Communications New 2021 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. Existing *QST* ads may be used for the ARRL Handbook and we will be happy to convert interior ads to black and white.

Pricing:

Cover 2.....	\$3,115	1/3 Page	\$358
Cover 3.....	\$3,115	1/4 Page	\$287
Full Page	\$700	1/6 Page	\$229
2/3 Page	\$560	1/8 Page	\$184
1/2 Page	\$448	1/12 Page	\$147
		1/24 Page	\$117

Reservations must be received by June 11, 2020.

Materials are due June 25, 2020.



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 ARRL 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

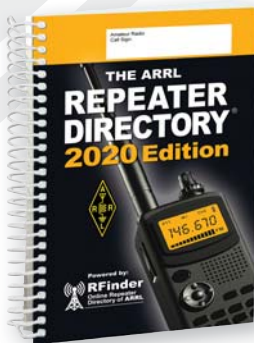
4-Color Cover Pricing

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

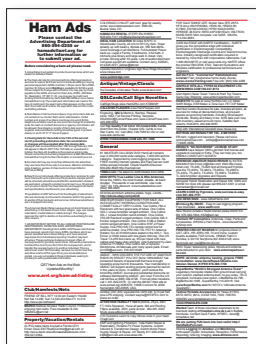
Closing date for Ham Ads is the 15th of the second month preceding publication date. No cancellations or changes will be accepted after this closing date.

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 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 Experimenters

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





ARRL The national association for
AMATEUR RADIO®

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.

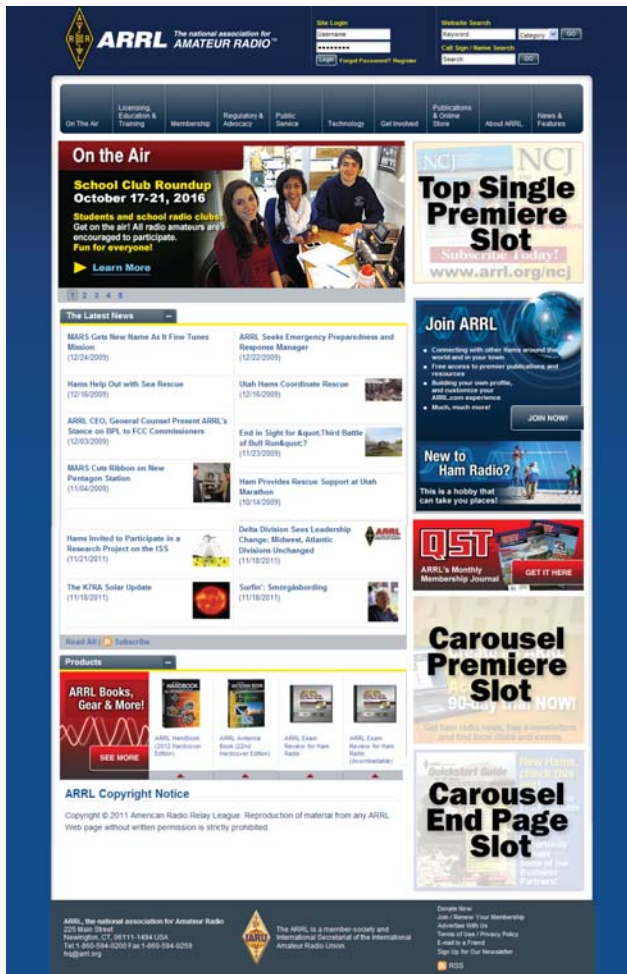
AVAILABLE
EVERYWHERE

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

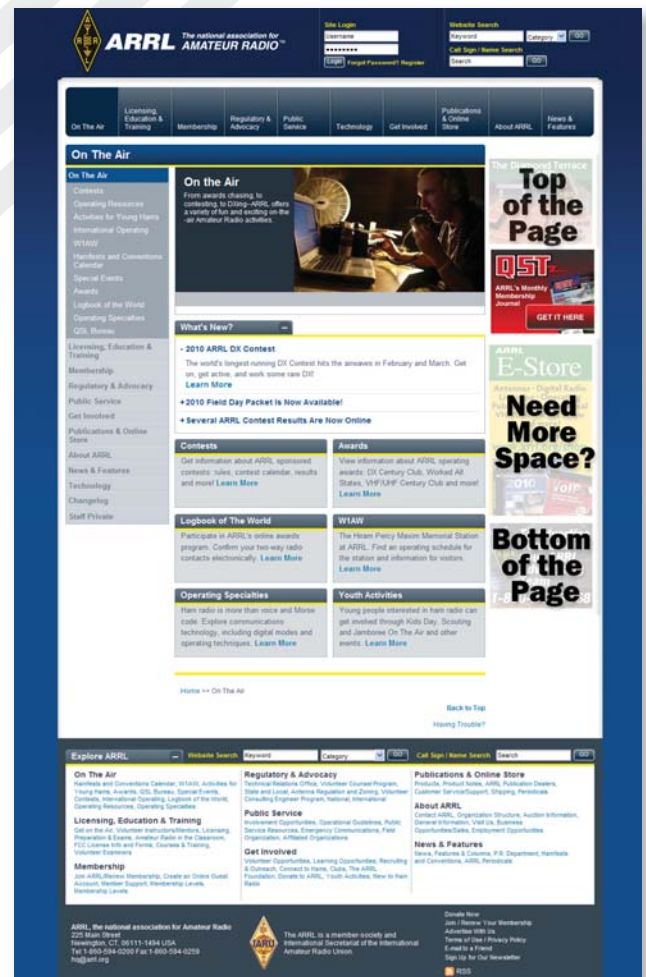
This advertisement appears "above the fold", top right position. The price for the 180 pixel wide x 150 high ad is \$125 per month, one month term minimum commitment.

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.



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

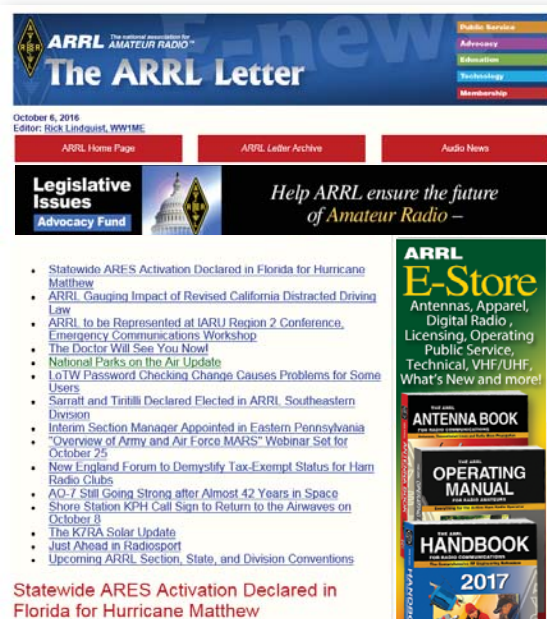
The ARRL Letter

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



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.

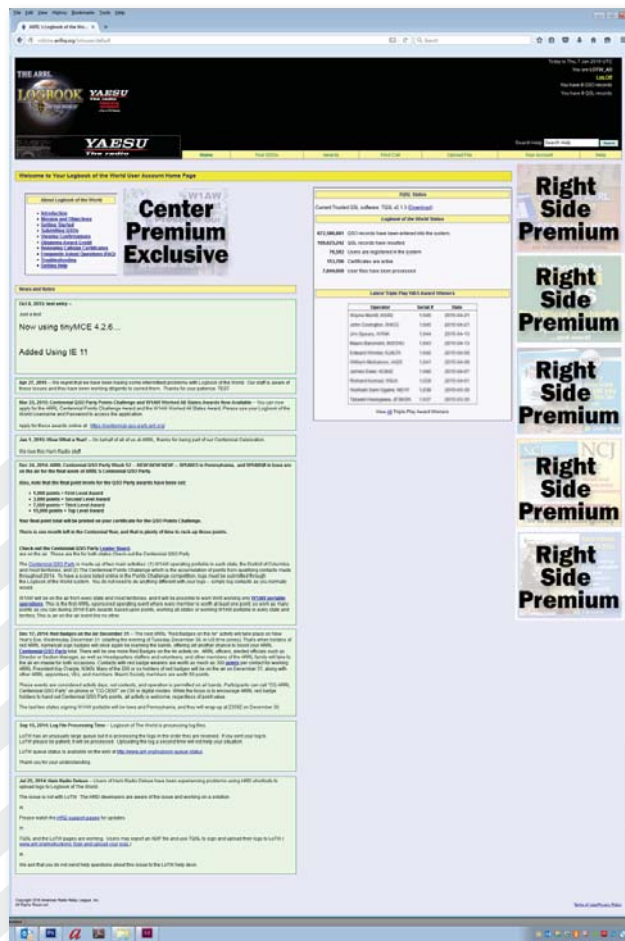
We offer two levels of advertising:

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

