



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 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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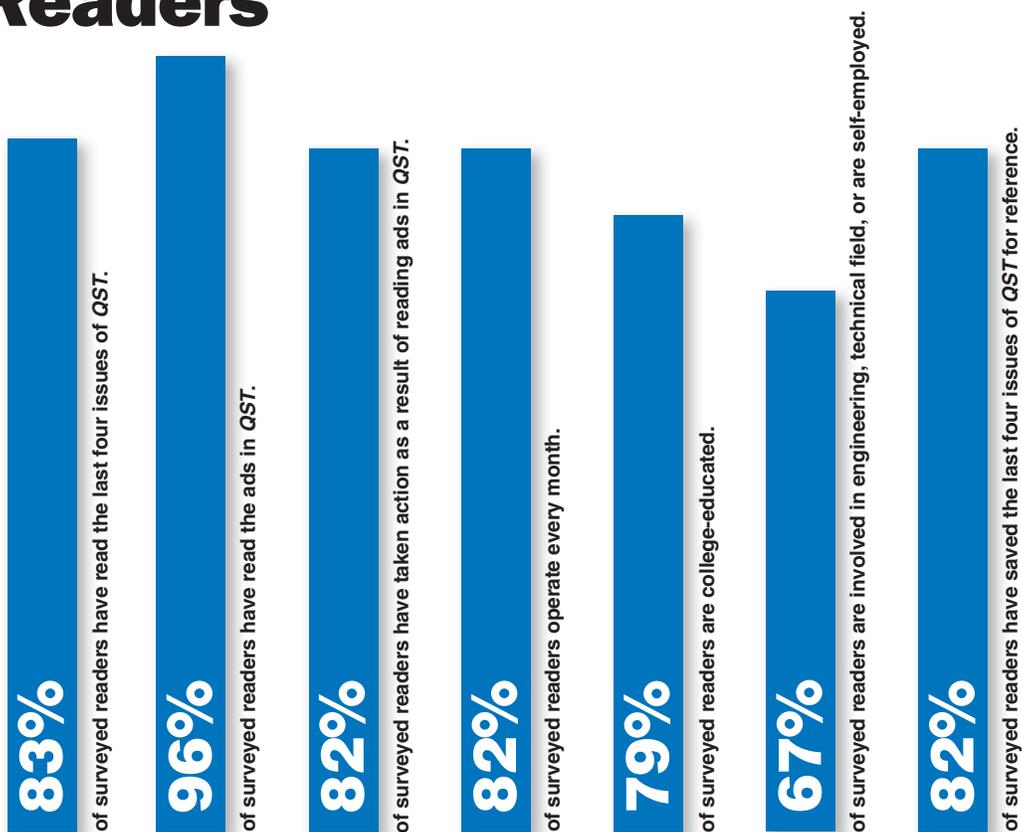
We have 157,000+ readers who are buying your competitor's products.

Why?

Because your competitor is advertising in QST magazine.

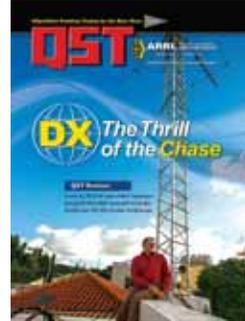
- The opportunity to reach the **entire** QST membership – **157,000+ strong!**
- Your ad in **digital QST** at no extra charge.
- Some of the **best rates** in the industry.
- Now, **new exclusive ad placement** opportunities.
- The ability to **announce new products**.
- Outstanding response from your 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



2019 Production Schedule

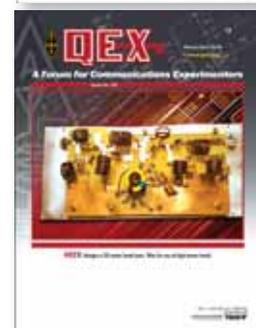
QST



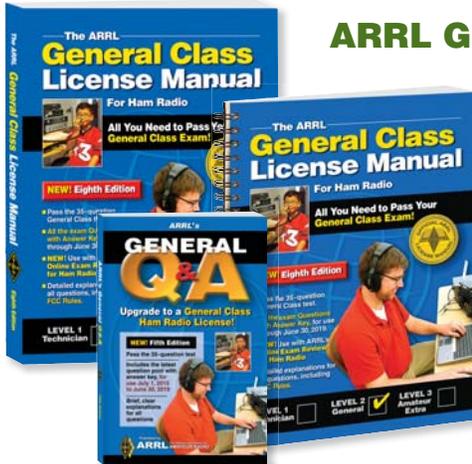
QST Issue:	Space Reservation:	Materials Due:	Theme Issue:
JANUARY 2019	November 9, 2018 – Friday	November 14, 2018 – Wednesday	Do It Yourself
FEBRUARY 2019	December 11, 2018 – Tuesday	December 14, 2018 – Friday	General
MARCH 2019	January 14, 2019 – Monday	January 17, 2019 – Thursday	General
APRIL 2019	February 12, 2019 – Tuesday	February 15, 2019 – Friday	Antenna
MAY 2019	March 11, 2019 – Monday	March 14, 2019 – Thursday	Hamvention®
JUNE 2019	April 15, 2019 – Monday	April 18, 2019 – Thursday	Field Day
JULY 2019	May 10, 2019 – Friday	May 15, 2019 – Wednesday	General
AUGUST 2019	June 10, 2019 – Monday	June 13, 2019 – Thursday	General
SEPTEMBER 2019	July 15, 2019 – Monday	July 18, 2019 – Thursday	General
OCTOBER 2019	August 12, 2019 – Monday	August 15, 2019 – Thursday	General
NOVEMBER 2019	September 9, 2019 – Monday	September 12, 2019 – Thursday	General
DECEMBER 2019	October 14, 2019 – Monday	October 17, 2019 – Thursday	Holiday
JANUARY 2020	November 12, 2019 – Tuesday	November 15, 2019 – Friday	General
FEBRUARY 2020	December 11, 2019 – Wednesday	December 16, 2019 – Monday	General

NCJ and QEX

Issue:	Space Reservation:	Materials Due:
January/February 2019	November 9, 2018 – Friday	November 14, 2018 – Wednesday
March/April 2019	January 14, 2019 – Monday	January 17, 2019 – Thursday
May/June 2019	March 11, 2019 – Monday	March 14, 2019 – Thursday
July/August 2019	May 10, 2019 – Friday	May 15, 2019 – Wednesday
September/October 2019	July 15, 2019 – Monday	July 18, 2019 – Thursday
November/December 2019	September 9, 2019 – Monday	September 12, 2019 – Thursday



Publication Advertising



ARRL General 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 Softcover, the Spiral Bound and the ARRL General 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 22, 2019.
Materials are due March 4, 2019.

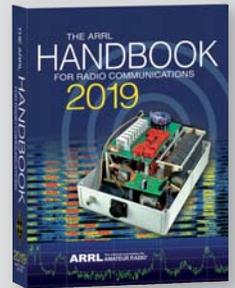
New for 2020! – Advertise in the **Handbook** and the **Antenna Book** – get the **Combo Rate** for each book!

The ARRL Handbook for Radio Communications – NEW 2020 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:	Regular	Combo	Pricing:	Regular	Combo
Cover 2 (4 Color)	\$3,115	\$2,336	1/4 Page Interior (Black & White)	\$ 287	\$215
Cover 3 (4 Color)	\$3,115	\$2,336	1/6 Page Interior (Black & White)	\$ 229	\$172
Full Page Interior (Black & White)	\$ 700	\$525	1/8 Page Interior (Black & White)	\$ 184	\$138
2/3 Page Interior (Black & White)	\$ 560	\$420	1/12 Page Interior (Black & White)	\$ 147	\$110
1/2 Page Interior (Black & White)	\$ 448	\$336	1/24 Page Interior (Black & White)	\$ 117	\$88
1/3 Page Interior (Black & White)	\$ 358	\$269			

Reservations must be received by July 10, 2019. Materials are due by July 16, 2019.

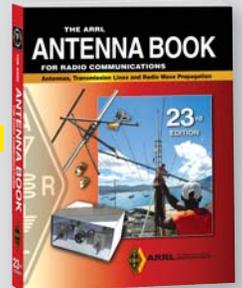


The ARRL Antenna Book for Radio Communications – NEW Edition

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:	Regular	Combo	Pricing:	Regular	Combo
Cover 2 (4 Color)	\$3,115	\$2,336	1/4 Page Interior (Black & White)	\$ 287	\$215
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Reservations must be received by July 10, 2019. Materials are due by July 16, 2019.



2020 ARRL Repeater Directory

The new 2019 Repeater Directory will be the third 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 2018 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

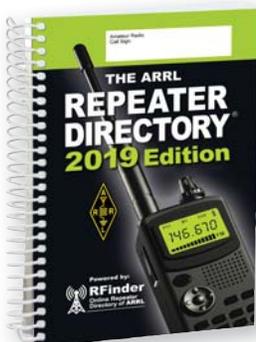
Full Page Interior (Black & White) – Run of book

4-Color Cover Pricing

Cover 2 & 3 (4 Color) (EACH)

Cover 4 (4 Color)

Reservations must be received by October 24, 2019.
Materials are due October 31, 2019.



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

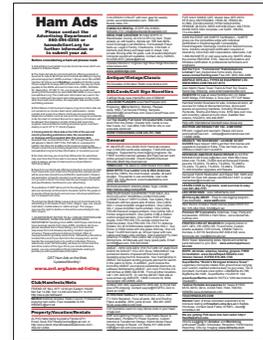
Closing date for Ham Ads is the 15th of the second month preceding publication date. No cancellations or changes will be accepted after this closing date.

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
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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

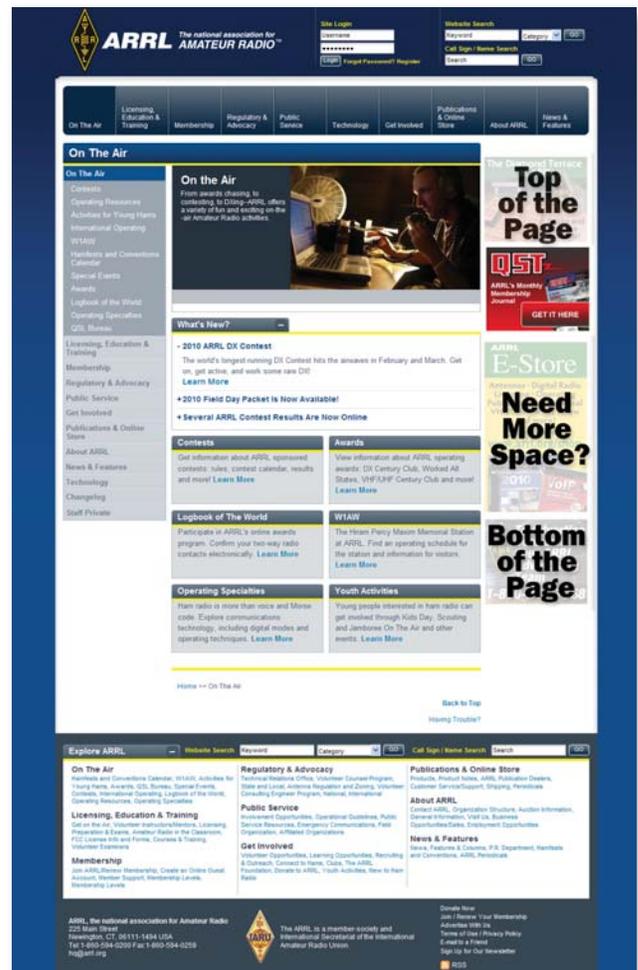
Sold on a one year contract only, with holder having first right of refusal at renewal. No other advertisements rotate through this 300 pixels wide x 250 pixels high slot, so there is constant visibility. In addition to being the first advertisement seen at the home page, this advertisement is also repeated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

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.

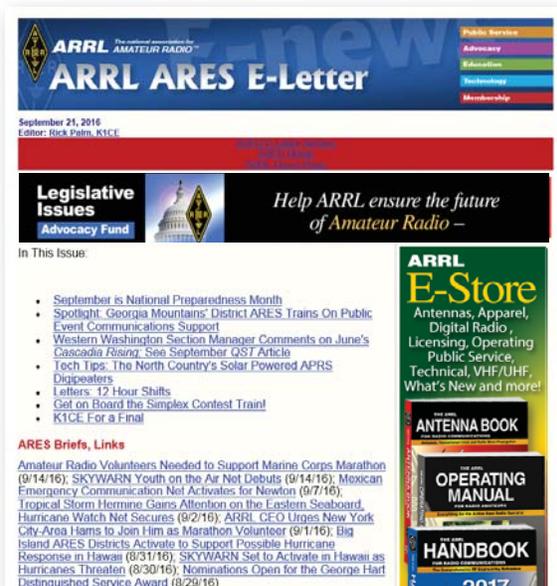
Space is limited to 9 advertisements per newsletter.

Prices:

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

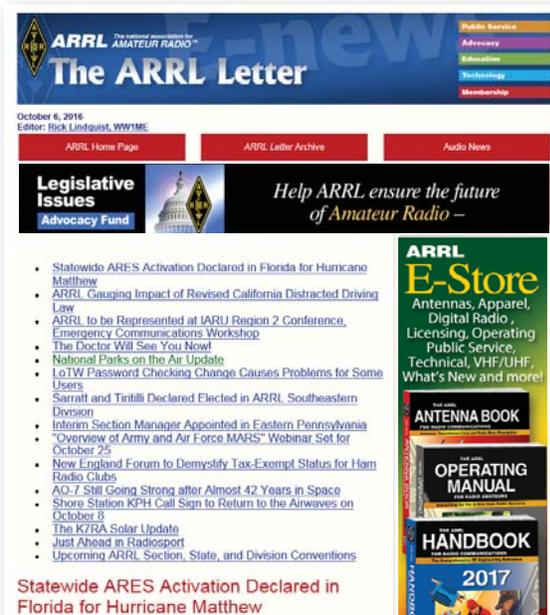
The ARRL Letter

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.



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.

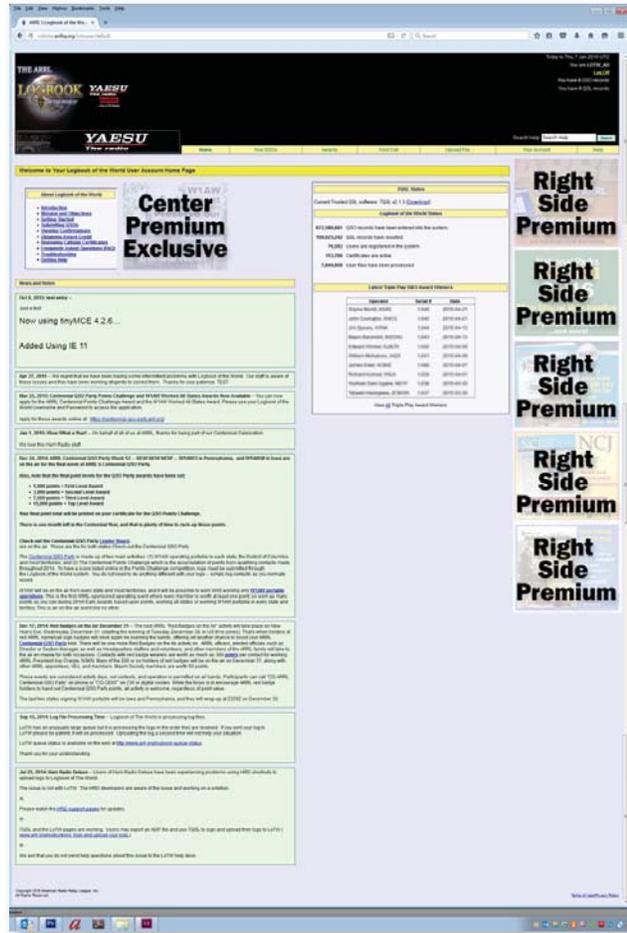
We offer two levels of advertising:

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.



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**
on all 4 sides
8.25" W x 10.75" H

Full Page **Trim Size**
8" W x 10.5" 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.

Best fit would be a Live Area of
7" X 9.6875"

Top Margin would be 0.3125"
Bottom Margin would be 0.5"
Inside Margin would be 0.5"
Outside Margin would be 0.5"

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?

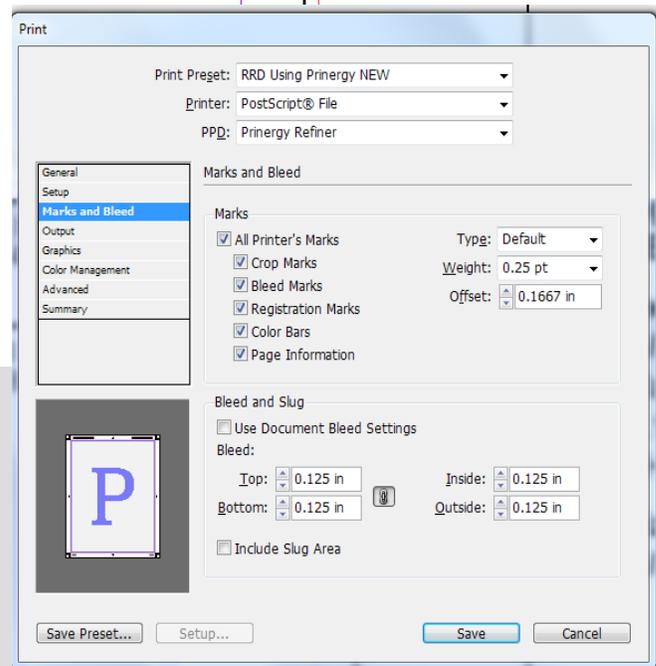
You can check by opening the PDF in Acrobat and going to Tools/Print Production/Output Preview, make sure there is only CMYK checked off.

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)

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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