



# Arms Control TODAY

THE SOURCE ON NONPROLIFERATION  
AND GLOBAL SECURITY

2023 MEDIA KIT



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## The Name You Trust

Published by the independent Arms Control Association since 1972, *Arms Control Today* (ACT) reaches readers through its print editions, e-news update, and its website [www.armscontrol.org](http://www.armscontrol.org).

## Your Targeted Audience

*Arms Control Today* has a highly targeted circulation, including U.S. and foreign government officials and diplomats, scientists, university educators, students, consultants, contractors, active and retired military personnel, news media, and concerned citizens.

## Reach Even More Key Decision-Makers

The Arms Control Association provides complimentary digital copies of ACT to all individual congressional offices, plus key congressional committees, and UN missions.

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## 2023 ADVERTISING RATES

### full color\* (limited availability)

Back cover	\$600
Inside front cover	\$500
Inside back cover	\$500
4-page interior section	please contact

### black and white interior\* (with optional spot color)

Full page after Features well	\$450
Full page	\$400
2/3 page	\$300
1/2 page	\$250
1/3 page	\$200
1/4 page	\$175

### job posting on [armscontrol.org](https://armscontrol.org)\*\* (30 days)

Standard	\$100
Nonprofit	\$75

### discount opportunities

First-time advertiser	ask about current discount
Multi-insertion order	ask about current discount
Nonprofit	10% discount

### service fees

Ad design (optional)***	5% added fee
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### advertising exchanges

*Arms Control Today* participates in advertising exchange agreements with similar publications. Contact us for details.



## Contact Us

**Allen Harris**  
Design & Production Editor  
*Arms Control Today*

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Washington, DC 20036

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202.463.8270 ext. 109

\* Full color = CMYK, Black and white = Grayscale (issue's spot color available upon request).

\*\* Special discounted rates are available to those advertising employment opportunities both in *Arms Control Today* and on the employment page of [armscontrol.org](https://armscontrol.org).

\*\*\* Clients should provide thumbnails of the suggested layout, exact text, and all artwork/photos.

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## PRINT AD SPECIFICATIONS

### 2023 Deadlines

#### JANUARY/FEBRUARY ISSUE

**Dec. 9** - reserve space  
**Dec. 16** - submit materials

#### MARCH ISSUE

**Feb. 10** - reserve space  
**Feb. 17** - submit materials

#### APRIL ISSUE

**March 9** - reserve space  
**March 16** - submit materials

#### MAY ISSUE

**April 6** - reserve space  
**April 13** - submit materials

#### JUNE ISSUE

**May 4** - reserve space  
**May 11** - submit materials

#### JULY/AUGUST ISSUE

**June 8** - reserve space  
**June 15** - submit materials

#### SEPTEMBER ISSUE

**Aug. 10** - reserve space  
**Aug. 17** - submit materials

#### OCTOBER ISSUE

**Sept. 7** - reserve space  
**Sept. 14** - submit materials

#### NOVEMBER ISSUE

**Oct. 5** - reserve space  
**Oct. 12** - submit materials

#### DECEMBER ISSUE

**Nov. 9** - reserve space  
**Nov. 16** - submit materials

### mechanical requirements (width x height)

Full page (trim size)	8.5" x 11" (please add .125" bleed on all sides)
Full page (no bleed)	8" x 10.5"
Back cover	8.5" x 8.75" (add .125" bleed on all sides)
2/3 page (vertical)	4.5" x 9.6875"
1/2 page (horizontal)	7" x 4.75"
1/3 page (vertical)	2.25" x 9.6875"
1/4 page	3.5" x 4.75"

**Interior ads:** black and white (optional spot color, Contact production editor for spot color). **Cover ads (limited availability):** full-color, CMYK only.

### file formats

- High resolution (300dpi) PDF (preferred).
- We also accept Adobe InDesign files (all links and fonts must be included).
- All full-color ads—including all images used in ads—must be converted from RGB to CMYK prior to submission. Ads not completely converted to CMYK will be converted by *Arms Control Today* using a generic color conversion and cannot guarantee results or client satisfaction.

### payments

- Invoices are issued for payment upon publication.
- Payment is due within 30 days of receipt.

### terms & conditions

- All advertisements are subject to the approval of the editor and publisher.
- The publisher is not responsible for the content of the advertisements. The advertiser and its agency indemnify the publisher from any suits or claims based on the contents of its advertising.
- The publisher reserves the right to add the word 'advertisement' at the top of any page that, in the judgment of the publisher, too closely resembles editorial.

## ad dimensions / diagrams

Please note that only full page ads may bleed.

Trim: the publication's actual size.

Bleed: any part of an image that continues off the edge—or bleeds—off the side of the page. Please create a bleed according to the diagram.

