Arms Control TODAY

THE SOURCE ON NONPROLIFERATION AND GLOBAL SECURITY

2024 MEDIA KIT
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.

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.
2024 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** (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

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

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* 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.

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

2024 Deadlines

JANUARY/FEBRUARY ISSUE
Dec. 11 - reserve space
Dec. 12 - submit materials

MARCH ISSUE
Feb. 9 - reserve space
Feb. 16 - submit materials

APRIL ISSUE
March 8 - reserve space
March 15 - submit materials

MAY ISSUE
April 8 - reserve space
April 15 - submit materials

JUNE ISSUE
May 6 - reserve space
May 13 - submit materials

JULY/AUGUST ISSUE
June 10 - reserve space
June 17 - submit materials

SEPTEMBER ISSUE
Aug. 9 - reserve space
Aug. 16 - submit materials

OCTOBER ISSUE
Sept. 6 - reserve space
Sept. 13 - submit materials

NOVEMBER ISSUE
Oct. 7 - reserve space
Oct. 14 - submit materials

DECEMBER ISSUE
Nov. 8 - reserve space
Nov. 15 - submit materials

mechanical requirements (width x height)

<table>
<thead>
<tr>
<th>Size</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (trim size)</td>
<td>8.5” x 11” (please add .125” bleed on all sides)</td>
</tr>
<tr>
<td>Full page (no bleed)</td>
<td>8” x 10.5”</td>
</tr>
<tr>
<td>Back cover</td>
<td>8.5” x 8.75” (add .125” bleed on all sides)</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>4.5” x 9.6875”</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>7” x 4.75”</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>2.25” x 9.6875”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.5” x 4.75”</td>
</tr>
</tbody>
</table>

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.

Full Page, WITH bleed
Create ad at the Trim Size and include the bleed area of .125” on each side
Do not allow important text or images to go beyond the Safety Area

Trim Size
8.5”w x 11”h

Bleed Size
8.75”w x 11.25”h

Safe Area for Copy
8”w x 10.5”h

Full Page, WITHOUT bleed
Create ad at 8”w x 10.5”h
This will leave .25” of white space around the ad image.

Print Area for Mailing Address
8.5”w x 2.25”h

Back Cover
Trim Size:
8.5”w x 8.75”h

Bleed Size:
8.75”w x 9”h

Safety Area
8”w x 8.25”h
Do not allow important text or images to go beyond the Safety Area

Half Page
Create ad at 7”w x 4.75”h

Quarter Page
Create ad at 3.5”w x 4.75”h

One-Thirds Page
Create ad at 2.25”w x 9.6875”h

Two-Thirds Page
Create ad at 4.5”w x 9.6875”h

Back Cover
Trim Size:
8.5”w x 8.75”h

Bleed Size:
8.75”w x 9”h

Safety Area
8”w x 8.25”h
Do not allow important text or images to go beyond the Safety Area

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