



Arms Control TODAY

THE SOURCE ON NONPROLIFERATION
AND GLOBAL SECURITY

2024 MEDIA KIT

THE SOURCE ON NONPROLIFERATION AND GLOBAL SECURITY



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.

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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
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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

1200 18th Street NW,
Suite 1175
Washington, DC 20036

allen@armscontrol.org
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.

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

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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)

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.

