Arms Control Today

THE SOURCE ON NONPROLIFERATION AND GLOBAL SECURITY

2017 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.

Now Reaching Even More Key Decisionmakers
All members of Congress, plus a handful of key committees, and all missions of the United Nations now receive complimentary digital copies of ACT – thanks to generous grants from the John D. and Catherine T. MacArthur Foundation and the Ploughshares Fund, the Arms Control Association provides.
**FREQUENCY:** 10 per year

**CIRCULATION:** 782
(print subscriptions)

**READERSHIP:** 13,295+
(includes circulation, online subscription databases, and complimentary congressional copies)

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**OCCUPATION**

- 40% academics and students
- 12% NGO & association executives
- 19% hold position of influence within government
- 4% journalists
- 28% all others

**AGE**

- 49% 55 and older
- 19% 46 - 55
- 13% 36 - 45
- 19% 35 and younger

**GENDER**

- 79% male
- 21% female

**PURPOSE FOR READING**

- 71% of readers want to get background material for ongoing research.
- 57% of readers want to gain analysis.
- 54% of readers want to stay connected on arms control issues.

*Source: Arms Control Today 2012 Reader Survey*
“I have solid admiration for the Arms Control Association and I read every line in the latest issue of Arms Control Today, which I think was superb.”

Hans Blix
former Director General of the International Atomic Energy Agency

“I have always admired the work of the Arms Control Association and, in particular, I actually have a pretty good collection of Arms Control Today, which I have read throughout my career. It’s one of the few really serious publications on arms control issues, and I think it’s very important to keep that alive.”

Gary Samore
Special Assistant to President Obama and White House Coordinator for Arms Control and WMD Terrorism

“ACT has become indispensable! I think it is the combination of the critical period we are in and the quality of the product. I found myself reading the May issue from cover to cover.”

Frank von Hippel
former assistant director for national security in the White House Office of Science and Technology
We have had a number of distinguished contributors over the years. Below are a few you may know.

**Mikhail Gorbachev**
Is There A Role for Nuclear Weapons Today?

**William J. Clinton**
The Questions in 1996

**Ashton B. Carter**
Steps to Reduce the Nuclear Dangers From the Former Soviet Union

**Richard Lugar**
Why George Bush is the Best Arms Control Candidate

**William Cohen**
The B-2 Complex: Hard Medicine to Swallow

**Barack Obama**
Presidential Q&A: President-elect Barack Obama

**Joseph R. Biden**
Maintaining the Proliferation Fight In the Former Soviet Union

**Sen. Edward M. Kennedy**
We Cannot Afford Delay

**Patrick Leahy**
The CCW Review Conference: An Opportunity for U.S. Leadership
Landmine Moratorium: A Strategy For Stronger International Limits
The Future of the Freeze

**Michèle Flournoy**
START Ends Temporarily as Reagan Team Puts Last Touches on Negotiating Position

**Tom Harkin**
Star Wars: A Trojan Horse for ASATs

**Sam Nunn**
Access to the ABM Treaty Negotiation Record
A Reality Check for Reagan
2017 ADVERTISING RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>full color* (limited availability)</td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>$600</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$500</td>
</tr>
<tr>
<td>4-page interior section</td>
<td>please contact</td>
</tr>
<tr>
<td>black and white interior* (with optional spot color)</td>
<td></td>
</tr>
<tr>
<td>Full page after Features well</td>
<td>$450</td>
</tr>
<tr>
<td>Full page</td>
<td>$400</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$300</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$250</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$200</td>
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<tr>
<td>1/4 page</td>
<td>$175</td>
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**job posting on armscontrol.org**** (30 days)

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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<tr>
<td>Standard</td>
<td>$100</td>
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<tr>
<td>Nonprofit</td>
<td>$75</td>
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</table>

**discount opportunities**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-time advertiser</td>
<td>ask about current discount</td>
</tr>
<tr>
<td>Multi-insertion order</td>
<td>ask about current discount</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>10% discount</td>
</tr>
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</table>

**service fees**

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad design (optional)***</td>
<td>5% added fee</td>
</tr>
</tbody>
</table>

**advertising exchanges**

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

- 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

### mechanical requirements (width x height)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>8 ½” x 11” (please add ¼” bleed on all sides)</td>
</tr>
<tr>
<td>Full page</td>
<td>7 ½” x 10”</td>
</tr>
<tr>
<td>Back cover</td>
<td>8 ½” x 9 ½” (add ¼” bleed on all sides)</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>4 ½” x 9 ¾”</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>7” x 4 ¾”</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>2 ¼” x 9 ¾”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 ½” x 4 ¾”</td>
</tr>
</tbody>
</table>

### file formats

- High resolution (300dpi) PDF (preferred), TIFF, or camera-ready.
- 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; other ad sizes may utilize the full ad space.

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 below.

**Full Page, WITH bleed**
Create ad at 9”w x 11.5”h
Do not allow important text or images to go beyond 8” x 10.5”

Trim Size
8.5” x 11”
Bleed Size
9” x 11.5”
Safe Zone for Copy
8” x 10.5”

**Full Page, WITHOUT bleed**
Create ad at 7.5”w x 10”h
This will leave 1” of white space from ad image to trim.

**Half Page**
Create ad at 7”w x 4 ¾”h

**Quarter Page**
Create ad at 3 ½”w x 4 ¾”h

**One-Thirds Page**
Create ad at 2 ¼”w x 9 ¾”h

**Two-Thirds Page**
Create ad at 4 ½”w x 9 ¾”h