Arms Control DAY THE SOURCE ON NONPROLIFERATION

AND GLOBAL SECURITY

2022 MEDIA KIT

ABOUT US

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

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 CatherineT. MacArthur Foundation and the Ploughshares Fund, the Arms Control Association provides.

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2022 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

discount opportunities

First-time advertiser
Multi-insertion order
Nonprofit

service fees

Ad design (optional)***

5% added fee

10% discount

ask about current discount

ask about current discount

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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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

2022 Deadlines

JANUARY/FEBRUARY ISSUE Dec. 10 - reserve space Dec. 17 - submit materials

MARCH ISSUE Feb. 7 - reserve space Feb. 14 - submit materials

APRIL ISSUE March 7 - reserve space March 14 - submit materials

MAY ISSUE April 4 - reserve space April 11 - submit materials

JUNE ISSUE May 2 - reserve space May 9 - submit materials

JULY/AUGUST ISSUE June 6 - reserve space June 13 - submit materials

SEPTEMBER ISSUE Aug. 8 - reserve space Aug. 15- submit materials

OCTOBER ISSUE Sept. 5 - reserve space Sept. 12 - submit materials

NOVEMBER ISSUE Oct. 3 - reserve space Oct. 10 - submit materials

DECEMBER ISSUE Nov. 7 - reserve space Nov. 14 - submit materials

mechanical requirements (width x height)

Full page (trim size)	$8.5" \times 11"$ (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 availablity)**: 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

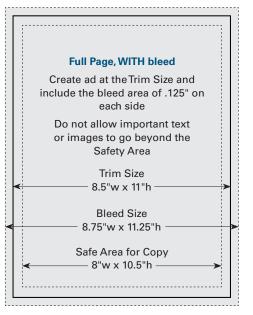
- All advertisements are subject to the approval of the editor and publisher.
- The publisher is not responsible for the content of the advertisements. The advertiser and its agency indemnify the publisher from any suits or claims based on the contents of its advertising.
- The publisher reserves the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

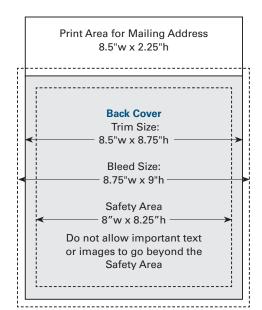
ad dimensions

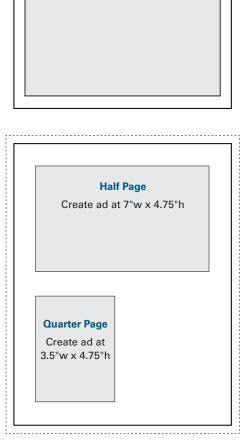
Please note that only full page ads may bleed.

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, WITHOUT bleed

Create ad at 8"w x 10.5"h -

This will leave .25" of white

space around the ad image.

