

# Arms Control TODAY

THE SOURCE ON NONPROLIFERATION AND GLOBAL SECURITY



2007-08  
Media Kit

Produced by the Arms Control Association, *Arms Control Today* reaches readers through its print editions, e-news update, and its web site at [www.armscontrol.org](http://www.armscontrol.org).



*Arms Control Today (ACT)* has a highly targeted paid circulation of 1,300, and a total of 3,000 qualified subscribers, 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. And thanks to generous grants from the John D. and Catherine T. MacArthur Foundation and the Ploughshares Fund, the Arms Control Association now provides complimentary copies of *ACT* to all 535 members of Congress, plus a handful of key committees and all missions of the United Nations!

### Readership Breakdown:\*

- 32%** Academics and students
- 20%** Readers with positions of influence within the government
- 17%** Scientists and Experts in the arms control field
- 10%** Organization members and activists
- 20%** All others

### Highly Educated:\*

- 76%** Post-Graduate
- 16%** College Graduate
- 3%** Some College

### Book Buyers with Diverse Interests:\*

- 85%** Current Events and Politics
- 63%** History
- 54%** Biographies and Memoirs
- 44%** Social Sciences
- 43%** Science and Technology
- 20%** Philosophy and Religion
- 19%** Economics

\*Statistics culled from member/subscriber participants in the 2006 *Arms Control Today* Reader Survey

# Advertising in Arms Control Today

## Advertising Rates

### FULL COLOR (Limited Availability)

Back Cover*	\$600
Full Inside Front or Back Cover*	\$500
Full Page Interior**	\$500
4-page interior* Ad Section	PLEASE CALL

### BLACK AND WHITE and/or Monthly Spot Color INTERIOR

Full Page*	\$400
Full Page After Feature Well**	\$450
1/2 Page*	\$250
1/3 Page*	\$200
1/4 Page*	\$175

Online Job Posting (30 days)	\$100
	\$75 Nonprofit
Flat rate Online + Print Job Postings***	PLEASE CALL

## Mechanical Requirements

	Width	Height
Full Page Bleed	8 1/2"	x 11"
Full Page	7 1/2"	x 10"
Back Cover	8 1/2"	x 9 1/2"
1/2 Page (Horizontal)	7"	x 4 3/4"
1/3 Page (Vertical)	2 1/4"	x 9 3/4"
1/4 Page	3 1/2"	x 4 1/2"

Measurements in inches

## Terms

- 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.
- Advertising materials are returned with invoice upon request.
- Payment for invoices is due within 30 days of receipt.

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

\*\* Full color interior pages subject to availability, please call.

\*\*\* Special discounted rates are available to those advertising employment opportunities in both the print edition of *Arms Control Today* as well as the employment page of the Arms Control Association website. Print + Web packages include flat rate rather than monthly listing fees.

"I would like to voice my congratulations on Arms Control Association's 35 years. I have solid admiration for the association and I read every line in the latest issue of *Arms Control Today*, which I think was superb."

—Hans Blix

## File Formats

- Advertisements submitted to *Arms Control Today* should be high resolution (300 dpi) PDF (best results), TIFF format, or camera-ready .
- Please include 1/4" bleed for all ads.
- We also accept Adobe InDesign files (link and font files must be included) and Illustrator files.
- Full color ads should be converted to CMYK colors prior to sending to *Arms Control Today*.

## Method of Delivery

\*Most PDF and TIFF files can be sent via email attachment depending upon file size. Please call if you have any questions or concerns.

## Service Fees

*Arms Control Today* is available to design ads for a reasonable fee. Clients should provide thumbnails of the suggested layout, exact text and all artwork and/or photography.

## Discounts

- Discounted rates are available for first time and multiple month advertisers.
- Non-profits receive a 10% discount.
- Promotional discounts are also available.

## Advertising Exchanges

*Arms Control Today* participates in advertising exchange agreements with similar publications/organizations. Call (202) 463-8270 ext. 110 or email: [act@armscontrol.org](mailto:act@armscontrol.org) for further details.

**ACA**

---

**Arms Control Association**  
1313 L Street, NW, Suite 130  
Washington, DC 20005