

CQ Amateur Radio

About CQ's Readers

The readers of *CQ Amateur Radio* are active, licensed Amateur Radio operators. The 100% paid circulation is a powerful audience with strong buying influence for the following core products and services:

Transceivers, Antennas, Computers, Software, Hand Tools, Internet Services, Electric Generators, Wire and Cable, Test Equipment, Electronic Parts, Technical Literature, Soldering Equipment, Power Tools, Computer Peripherals, Antenna Towers and Rotors, Amplifiers, Microphones, and many other products.

Reader Profile

The majority of *CQ's* readers are married men in the peak earning age range of 45 to 64 years. They are well-educated, with nearly half holding college degrees. The majority are in professional or executive positions, in technical careers or in government. About 40% have achieved the highest technical level of FCC-issued operator license, and 60% have been licensed for 20 years or longer. Nearly all of *CQ's* readers are actively involved in Amateur Radio, with 80% operating their radios at least once a week.

CQ's readers are extremely loyal, with an average of 70% of subscribers renewing each year, and a solid newsstand following. Very few of *CQ's* readers dispose of their issues after reading them, and building a treasured collection of back issues is a high priority.

Over 90% of *CQ's* readers have access to the Internet, and regularly use it to exchange E-mail, to conduct research, and to make purchases. As highly visible, technically-savvy individuals with universally-recognized technical credentials, *CQ's* readers present a very powerful center of influence for technical direction among fellow Amateur Radio operators, professional peers, as well as family and friends. *CQ* readers are the people others turn to for guidance when making technology purchases, and for good reason.

The CQ Stats

- * 100% paid circulation
- * 60,000 readers monthly
- * Worldwide newsstand distribution
- * 70% subscription renewal
- * 55% renewal of renewals
- * Distributed to 137 countries
- * Strong editorial yields long shelf life
- * High traffic web site with advertiser links
- * Established 1945

Display and Web Advertising

Display advertising in *CQ* is available in a wide variety of sizes, shapes, colors, and positions, and at rates depending upon the total number of ads contracted to be run in a one-year period. Advertising is solicited from reputable firms and organizations whose products and services are of direct or related interest to the readership of *CQ*.

CQ provides each advertiser with a free hotlink from our web site to theirs. In addition, we can post an ad on our web site as well.

We'll link our web visitors who click on your name, to an online copy of your ad before connecting them to your home page. Call for special web pricing.

In addition to standard space advertising, a variety of unique and innovative advertising devices are available only in *CQ*. If your advertising campaign cries out for something "different," we can help.

CQ assumes no responsibility for the technical worthiness of the products and services advertised within its pages, and reserves the right to refuse or reject any advertisement. Previous acceptance of an advertisement will not prevent *CQ* from exercising its right to refuse the same advertisement in the future.

New advertisers may be required to file a credit application and/or prepay initial insertions in order to establish an open account.

Advertising Rates and Terms

Size	1X	3X	6X	12X
Full page	\$2,360	\$2,240	\$2,115	\$1,945
2/3 page	1,760	1,670	1,585	1,400
1/2 island	1,555	1,475	1,395	1,225
1/2 page	1,380	1,310	1,235	1,085
1/3 page	945	895	845	745
1/4 page	765	715	670	590
1/6 page	530	520	485	425
1/9 page	400	375	350	310
1/12 page	310	295	285	240
1/24 page	135	(no agency commission)		

Commission to recognized advertising agencies: 15%

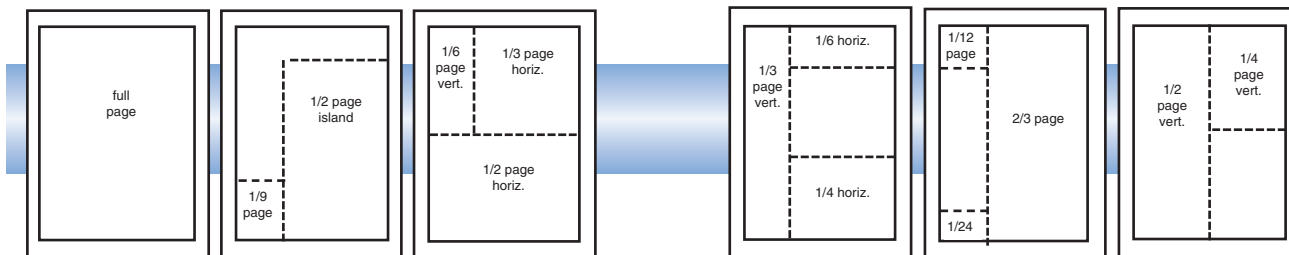
Terms: Net 30 days. 2% discount from net if paid within 10 days of invoice, or if prepaid. Failure to meet net terms forfeits agency commission. Balances due over 30 days from date of invoice are considered past due and accrue finance charges at the rate of 1 1/2% per month on total past due amount (annual percentage rate of 18%)

Color, Special Position, Bleed Rates

Cover II.....\$2,755 Cover IV.....\$2,810
Cover III.....\$2,685

Cover positions include mandatory four-color charges. Cover and centerfold positions available on 12-time contract only. Second color (standard 4A) one-time rate \$130; six-time rate \$100; 12-time rate \$70. Matched color \$60 additional per ad. Bleed \$50. Four-color rate \$450 per page or fraction (bleed included). Catalog pull-outs, post-card inserts, gatefolds, poster-sized pull-outs, special position and large volume space rates given upon request.

Layout Information



Mechanical Requirements

Printed by web offset. Please supply hi-res PDFs or digital ad files (QuarkXpress or PageMaker, Macintosh preferred, no embedded photos). When sending digital ad files, please be sure to include art, logos, photos, fonts, and a laser proof. A color proof must accompany all 4-color ads. Publisher supplied layout, corrections or color proofs done at client's request and charged back at prevailing time and material rates.

Space Unit	Vertical		Horizontal	
	Width	Height	Width	Height
1 page	7"	10"	-	-
2/3 page	4 5/8"	10"	-	-
1/2 page island	4 5/8"	7 3/8"	-	-
1/2 page	3 3/8"	10"	7"	4 7/8"
1/3 page	2 1/4"	10"	4 5/8"	4 7/8"
1/4 page	3 3/8"	4 7/8"	4 5/8"	3 3/8"
1/6 page	2 1/4"	4 7/8"	4 5/8"	2 1/4"
1/9 page	2 1/4"	3 1/8"	-	-
1/12 page	2 1/4"	2 3/8"	-	-
1/24 page	2 1/4"	1 1/4"	-	-

Publication Size

Publication Trim Size8 1/8" wide x 10 3/4" deep
Bleed Size8 1/4" wide x 11" deep
Inserts.....Sizes and specifications given upon request

Deadlines

Issue	Newsstand On Sale	Reserve Space	Final Material	Bonus Show Distribution
January	1/01	11/15	11/19	
February	2/05	12/17	12/19	Orlando HamCation
March	3/04	1/17	1/22	Charlotte Hamfest
April	4/01	2/19	2/21	
May	5/06	3/18	3/21	Dayton Hamvention Preview Issue
June	6/03	4/17	4/22	Dayton Hamvention & Rochester Hamfest
July	7/01	5/16	5/21	Dallas Ham-Com
August	8/05	6/17	6/20	
September	9/02	7/18	7/23	Huntsville Hamfest & Boxboro Hamfest
October	9/30	8/18	8/21	
November	11/04	9/18	9/23	
December	12/02	10/17	10/22	

Contract for Advertising CQ Amateur Radio

Date _____
 (Account) _____
 with offices at _____

requests that display advertising be inserted in the following issues of
CQ Amateur Radio in the noted sizes and colors:

	Quantity	Size	Colors	Rate
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				
July				
Aug.				
Sept.				
Oct.				
Nov.				
Dec.				

We agree to pay for this advertising according to the rate schedule and terms of this advertising rate card Number 25A. If we use more insertions than listed above within the contract year, we may be entitled to a rebate to a lower earned rate for all space run within that year.

If an advertising agency is employed to prepare and purchase advertising on our behalf, final responsibility for payment to CQ Communications, Inc. remains with us as advertisers, regardless of whether payment has been made to the agency. Payment for advertising is considered to be made only when that payment has been received by CQ Communications, Inc.

This contract may be cancelled by either party at any time on 30 days written notice. In the event of cancellation, we agree to pay the difference between the rates charged and the rates actually earned, using the rate schedule on this card.

We agree that if we fail to furnish the Publisher with acceptable advertising material by the issue deadlines noted elsewhere, the Publisher may at his option supply copy or repeat our last run advertisement.

The advertiser agrees to indemnify and protect the Publisher from any claims or actions based upon the unauthorized use of any person's name or photograph or use of any sketch, map, words, labels, trademarks, or other copyrighted matter, or based upon libelous statements in connection with the advertising referred to in this contract.

All advertising copy and illustrative material is subject to the Publisher's acceptance.

Signed for the advertiser by _____
 Title _____
 Signed for CQ Communications, Inc. by _____

CQ Communications, Inc., 25 Newbridge Road, Hicksville, NY 11801

For assistance in planning your advertising contact:

Don Allen, W9CW
 Advertising Manager
 (217) 344-4570 • Fax (217) 344-4575
 ads@cq-amateur-radio.com

Editorial Philosophy

CQ magazine believes that Amateur Radio is primarily a *people* hobby, and that hams are people who develop, refine, improve, and use *technology* as a tool for communicating with other *people*. This basic philosophy is reflected on our covers, which virtually always feature a person, not just equipment.

The editorial content of *CQ* is aimed squarely at the *active* ham and its aim is on the mark. According to a recent reader survey, nearly 80% are on the air at least once a week, and over 90% of *CQ* readers are on the air at least once a month. We encourage that high level of activity by sponsoring no less than 20 distinct operating achievement programs, including ten contests, seven achievement awards, and three honor rolls: the *CQ* DX Hall of Fame, the *CQ* Contest Hall of Fame and the *CQ* Amateur Radio Hall of Fame. No other privately published Amateur Radio magazine in the world returns so much to the hobby from which it draws its readers.

Within each issue, *CQ*'s feature articles, columns and specialty departments cover the broad and varied landscape of the amateur radio hobby, from contesting and DXing to satellites and the latest digital modes. Regular coverage also includes public service and emergency communications, amateur television, computers and the internet. In addition we feature columns on classic radios and QRP. *CQ* also includes equipment reviews, projects, articles on the science as well as the art of radio communication, and much, much more.

One hallmark of every *CQ* article, no matter what its topic, is readability. Readers regularly tell us that they read *CQ* from cover to cover every month. Your ad, no matter where in the magazine it is, will be seen and will be read by our readership of very active hams. If your goal is to reach the greatest number of active hams with every advertising dollar, then *CQ* is unquestionably the place to be.

CQ Communications, Inc. publishers of:



POPULAR
COMMUNICATIONS

CQ is also available in a Spanish language edition published monthly in Barcelona. For rate and circulation information about valuable medium, contact Don Allen, Advertising Manager at (217) 344-4570 or by Fax (217) 344-4575.

CQ RadioAmateur
 la Revista del Radioaficionado
 Edición española
 <www.intercom.es/cqradio>

advertising rates & schedules
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Rate Card No. 25A
 January 2008



CQ Communications Inc.

www.cq-amateur-radio.com
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