ADVERTISING INFORMATION

CQ Amateur Radio

Since 1945, THE SOURCE for Active and Involved Ham Radio Enthusiasts

For over seven decades, ***CQ* Magazine** has been **THE SOURCE** of highly readable, practical, operator-oriented information for active ham radio enthusiasts. Each monthly issue delivers a package of straight-forward, fun-to-read, real-world information, constantly tailored to fit the ever-changing needs of active, involved ham radio operators. *CQ's* digital editions are hosted by Zinio, one of the top names in the e-magazine business, and the world's largest e-magazine newsstand.

***CQ's* READERS: ...Are *highly* involved and devote their time and resources to enjoy their hobby fully.**

- 65% hold top Extra-Class ham licenses
- 83% are active on HF bands
- 70% are active on VHF/UHF bands
- 65% use multiple voice modes
- 46% are active CW enthusiasts
- 50% are active DXers
- 46% operate mobile
- 35% are avid contesters
- 33% are involved in public service & emergency communications activities
- 25% operate using QRP
- 24% operate using new digital-mode communications
- 20% experiment with new technology

**Source: Reader surveys*

2 Editions (Print & Digital) for 1 Price!!!

CQ Amateur Radio* DISPLAY ADVERTISING RATES *for insertion in both the Print & Digital editions!

AD 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)		

Cover 2 ..... $2,755
Cover 3 ..... $2,685
Cover 4 ..... $2,810

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 additional per page. Four-color rate $450 per page or fraction.

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%)

To Advertise Contact Jon Kummer, WA2OJK, Advertising Manager at 516-681-2922 ext 112 or via email at jkummer@cq-amateur-radio.com

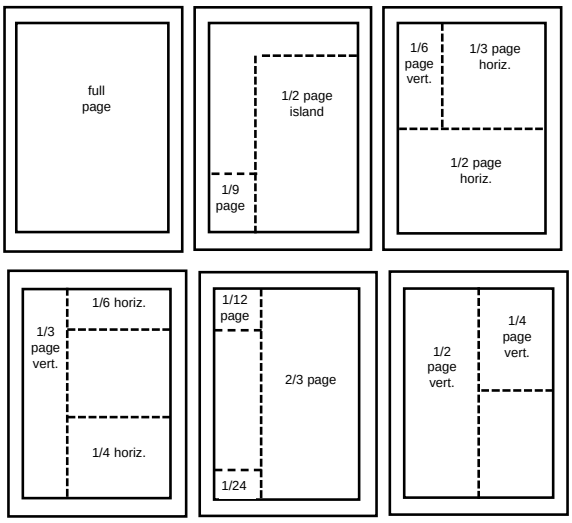
CQ Amateur Radio

ISSUE	RESERVE SPACE	FINAL MATERIAL	BONUS SHOW DISTRIBUTION
Jan. 2017	11/21	11/23	
Feb.	12/19	12/22	Orlando HamCation
March	1/23	1/26	
April	2/23	2/28	Int'l DX Convention/Visalia
May	3/27	3/30	
June	4/24	4/27	Dayton Hamvention® Dallas Ham-Com
July	5/26	5/31	
August	6/23	6/28	
September	7/24	7/27	Huntsville Hamfest Boxborough Hamfest
October	8/24	8/28	Pacificon
November	9/22	9/26	
December	10/20	10/24	

MECHANICAL REQUIREMENTS

Printed by web offset. Please supply CMYK files in hi-res PDF form with all fonts embedded. 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. Advertisements can be created by our Art/Production department at your request. Please call for more information.

	Vertical		Horizontal	
Space Unit	**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 Size .....8 1/8" wide x 10 3/4 " deep
Bleed Size .....8 1/4" wide x 11" deep
Inserts .....Sizes and specifications given upon request

Advertising Contract

Date _____

(Account) _____

with offices at _____

requests that display advertising be inserted in the following issues of ☐ *CQ Amateur Radio*

	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 sheet. 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.