

Arms Control TODAY

THE SOURCE ON NONPROLIFERATION
AND GLOBAL SECURITY

2020 MEDIA KIT

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

BY THE NUMBERS

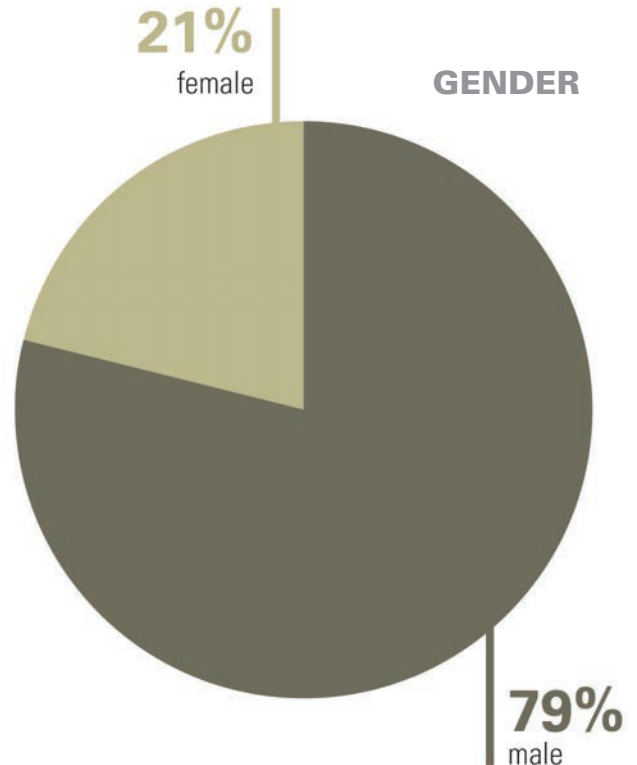
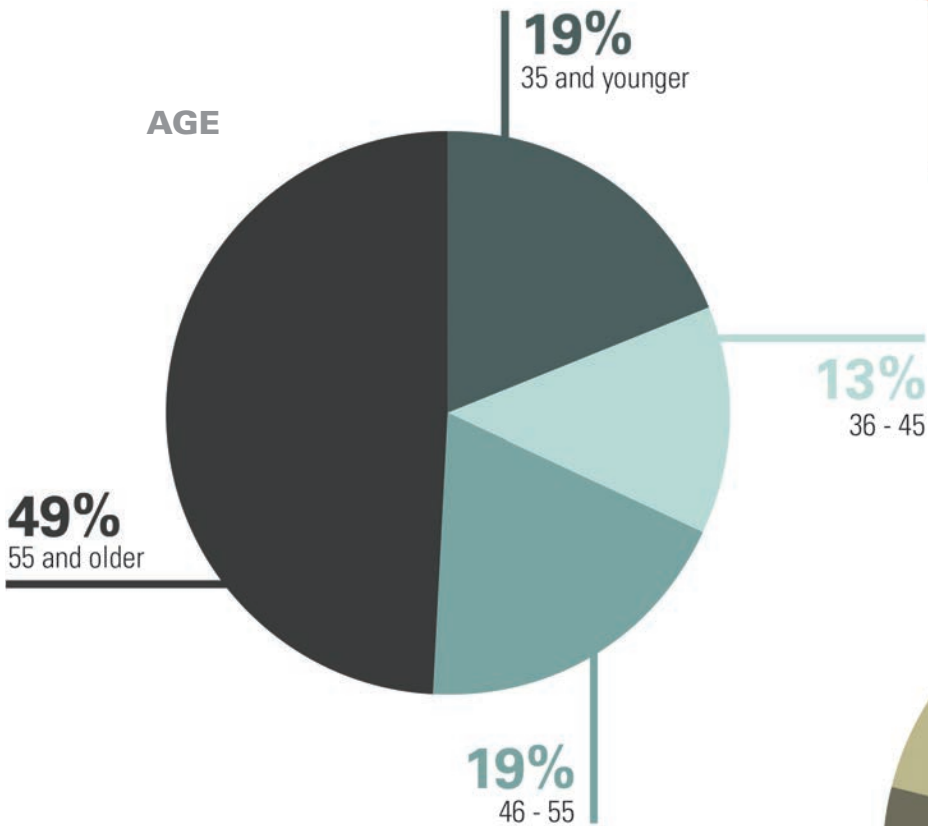
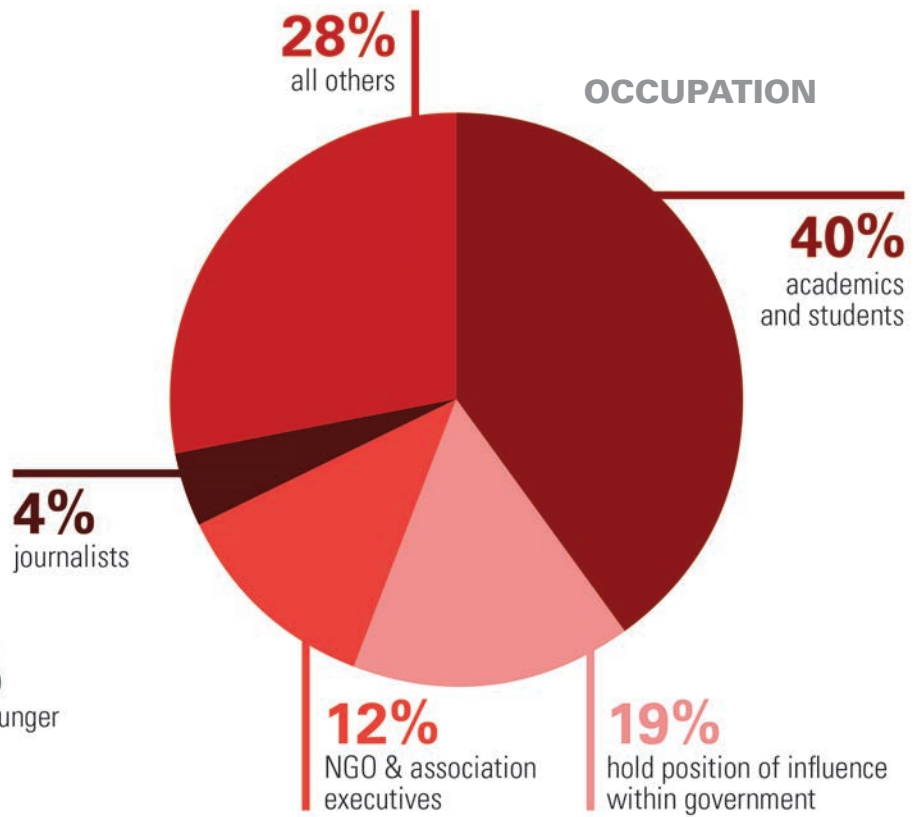
FREQUENCY: 10 per year

CIRCULATION: 791

(print subscriptions)

READERSHIP: 77,700

(page views of *Arms Control Today* online content in 2019)



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.

WHAT PEOPLE ARE SAYING



UN Photo

"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*



"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*

"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*



Join Our List of Partners:

Ashgate Publishing • Atomic Heritage Foundation • Brown Journal of World Affairs
Carnegie Endowment for International Peace • Cornell University Press • Council on Foreign Affairs
Elliott School of International Affairs at George Washington University • Exchange Monitor
Forge Publishers • George Mason University • Georgetown Journal of International Affairs
Harvard University Press • The Herbert Scoville Jr. Peace Fellowship • The Hoover Institution
House of Anansi Press • The Independent Review • International Affairs
International School on Disarmament and Research on Conflicts • Institute for Nuclear Materials Management
Lynne Rienner Publishers • Massachusetts Institute for Technology • MIT Press
Monterey Institute of International Studies • The National Interest • Stanford University Press
University of Minnesota Press • U.S. Naval War College • World Policy Institute

OUR CONTRIBUTORS

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?



Barack Obama

Presidential Q&A:
President-elect Barack Obama



William J. Clinton

The Questions in 1996



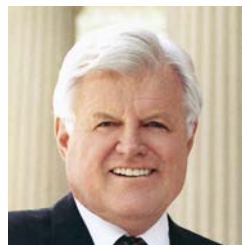
Joseph R. Biden

Maintaining the Proliferation Fight In the Former Soviet Union



Ashton B. Carter

Steps to Reduce the Nuclear Dangers From the Former Soviet Union



Sen. Edward M. Kennedy

We Cannot Afford Delay



Richard Lugar

Why George Bush is the Best Arms Control Candidate



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



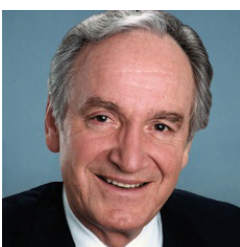
William Cohen

The B-2 Complex:
Hard Medicine to Swallow



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

Arms Control TODAY

THE SOURCE ON NONPROLIFERATION
AND GLOBAL SECURITY

2020 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

job posting on armscontrol.org** (30 days)

Standard	\$100
Nonprofit	\$75

discount opportunities

First-time advertiser	ask about current discount
Multi-insertion order	ask about current discount
Nonprofit	10% discount

service fees

Ad design (optional)***	5% added fee
-------------------------	--------------

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

1200 18th Street NW,
Suite 1175
Washington, DC 20036

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.

Arms Control TODAY

THE SOURCE ON NONPROLIFERATION
AND GLOBAL SECURITY

PRINT AD SPECIFICATIONS

2020 Deadlines

JANUARY/FEBRUARY ISSUE

Dec. 9 - reserve space
Dec. 16 - submit materials

MARCH ISSUE

Feb. 10 - reserve space
Feb. 17 - submit materials

APRIL ISSUE

March 9 - reserve space
March 16 - submit materials

MAY ISSUE

April 6 - reserve space
April 13 - submit materials

JUNE ISSUE

May 4 - reserve space
May 11 - submit materials

JULY/AUGUST ISSUE

June 8 - reserve space
June 15 - submit materials

SEPTEMBER ISSUE

Aug. 10 - reserve space
Aug. 17 - submit materials

OCTOBER ISSUE

Sept. 11 - reserve space
Sept. 18 - submit materials

NOVEMBER ISSUE

Oct. 9 - reserve space
Oct. 16 - submit materials

DECEMBER ISSUE

Nov. 2 - reserve space
Nov. 9 - submit materials

mechanical requirements (width x height)

Full page (trim size)	8.5" x 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 availability):** 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 / diagrams

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.

