



American Randonneur Magazine

2018 Advertising Rates & Specifications

Publication Dates

March, June, September, and December

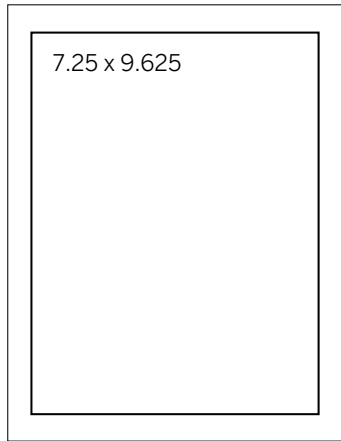
Deadlines for Artwork

1st of the month prior to publication date

Specifications

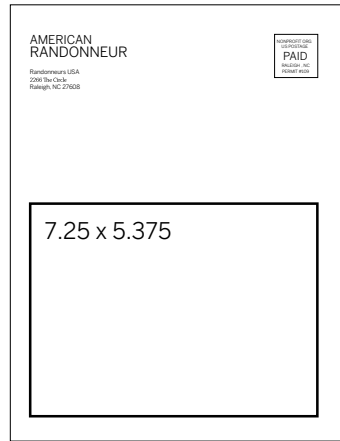
- ▶ The entire magazine prints in color
- ▶ Print-ready PDF at 100% of size
- ▶ CMYK
- ▶ 170 dpi resolution or higher
- ▶ Bounding box or trim marks for non-bleed ads

8.5 x 11



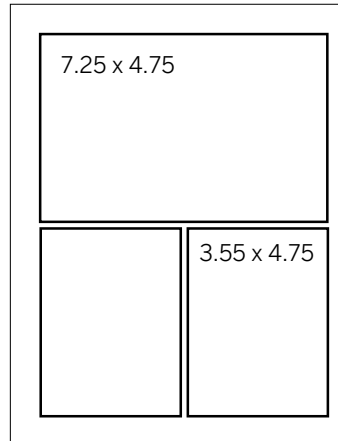
Full Page

7.25x9.625 non-bleed
8.75x11.25 bleed size



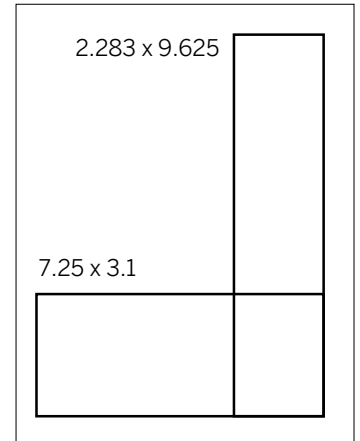
Back Cover Half Page

7.25x5.375
No bleed



Half Page: 7.25x4.75

Quarter Page: 3.55x4.75
No bleed



One-Third Page

Horizontal: 7.25x3.1
Vertical: 2.283x9.625
No bleed

Rates

Full Page (inside front or back cover) \$315

Back Cover Color (half page) \$300

Full Page \$262.50 (main signature only)

Half Page \$172.50

Third Page \$155

Quarter Page \$134.50

20% discount for prepayment of all four issues

Rates and payment guidelines are approved by the RUSA Board of Directors

Payment

Payment must be received in advance, no later than two weeks prior to artwork deadline.

Payment is accepted through **PayPal**. Please send to a "friend" and not as a service to avoid charges. Include your name and company name in the comments section.

advertising@rusa.org

You may also send a check payable to RUSA.

Send to: Jim Poppy
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Palo Alto, CA 94301

For more information,
contact Jim Poppy at
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