



American Randonneur Magazine

2021 Advertising Rates & Specifications

Publication Dates

March, June, September, and December

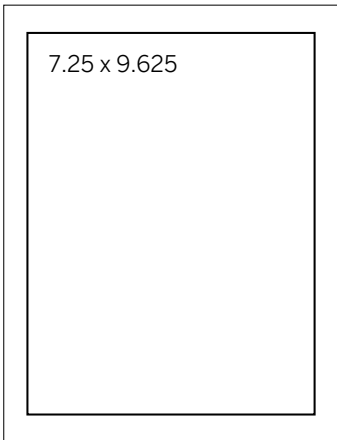
Deadlines for Artwork

1st of the month prior to publication date

8.5 x 11

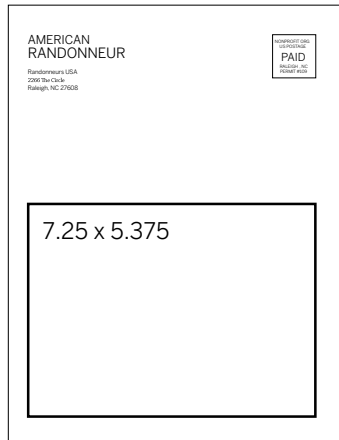
Specifications

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



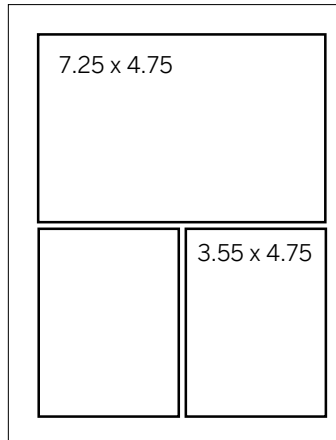
Full Page

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



Back Cover Half Page

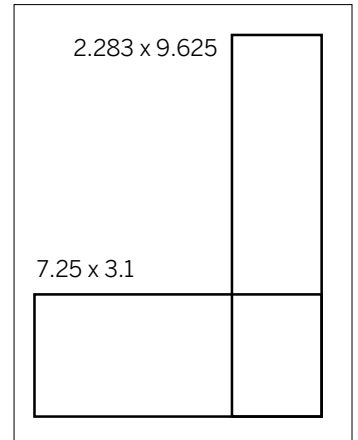
7.25x5.375



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 (half page) \$300

Full Page \$262.50 (main signature only)

Half Page \$172.50

One-Third Page \$155

One-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: Jay Fichialos

1632 East 350 South

Pleasant Grove, Utah 84062

For more information,
contact Jay Fichialos at
quadmod@gmail.com