



# American Randonneur Magazine

## 2023 Advertising Rates and Specifications

### Publication Dates

March, June, September, and December

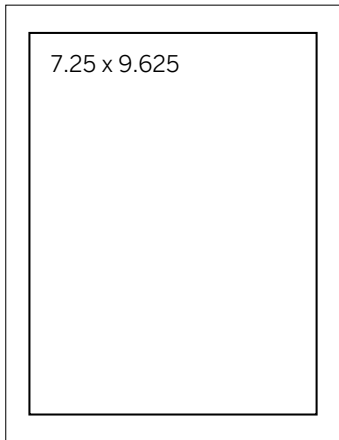
### Deadlines for Artwork

1st of the month prior to publication date

8.5 x 11

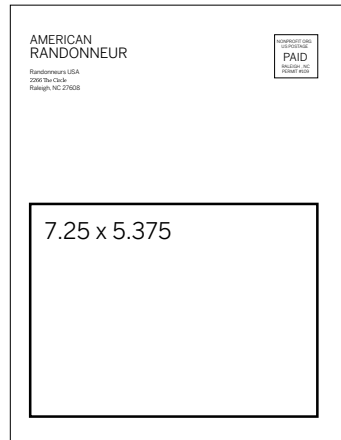
### Specifications

- ▶ 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



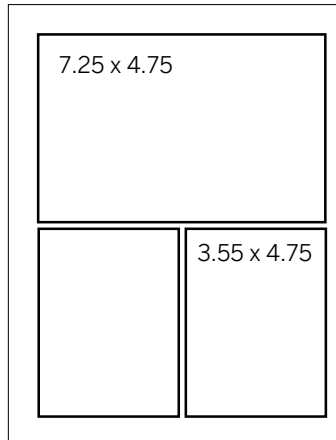
#### Full Page

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



#### Back Cover Half Page

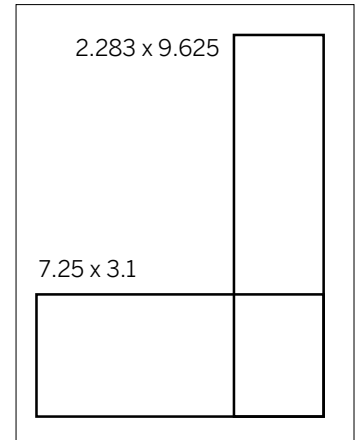
7.25x5.375



#### 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](mailto:advertising@rusa.org)

You may also send a check payable to RUSA.

Send to: Dan Driscoll

2811 Hollywood Drive  
Arlington, Texas 76013

For more information,  
contact Dan Driscoll at  
[dandriscoll1@me.com](mailto:dandriscoll1@me.com)