

2010 ADVERTISING INFO

CQ Amateur Radio

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

For over six 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.

For decades, our hallmark has been to encourage active on-air operation and participation by sponsoring over 20 distinctive involvement programs: 10 contests, 7 achievement awards, and 3 ham honor rolls: The CQ DX Hall of Fame, the CQ Contest Hall of Fame, and CQ Amateur Radio Hall of Fame. As a result, over 90% of our readers are on the air once a month, and nearly 80% are on the air at least once each week.

CQ's READERS:

...Are **highly** involved and active, and devote their time and resources to fully enjoy their hobby. The majority are over 45 years old, and are continuing 'students' of ham radio and technology.

- 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 (SSB, AM, FM)
- 46% are active Morse code enthusiasts
- 50% are active DXers
- 46% operate mobile
- 35% are avid contesters
- 33% are involved in public service & emergency communications activities
- 25% operate using low-power QRP
- 24% operate using new digital-mode communications
- 20% experiment with new technology

*Source: Reader surveys

DISPLAY ADVERTISING RATES:

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. Catalog pull-outs, postcard inserts, gatefolds, poster-sized pull-outs, special position and large volume space rates given upon request.

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: Don Allen, W9CW, Advertising Manager
217-344-4570 • Fax 217-344-4575 • ads@cq-amateur-radio.com**



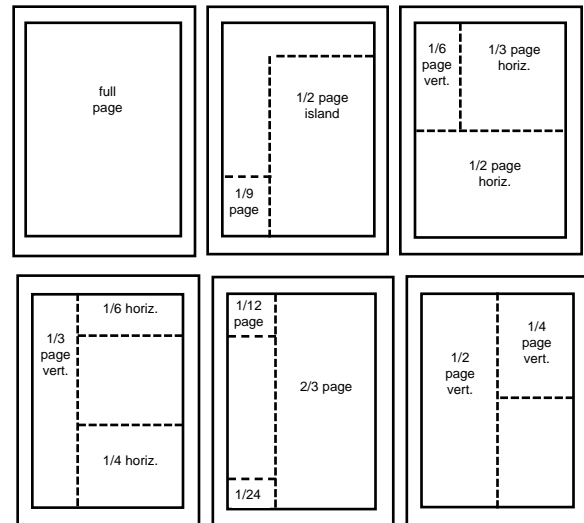
CQ Amateur Radio

ISSUE	NEWSSTAND ON SALE	RESERVE SPACE	FINAL MATERIAL	BONUS SHOW DISTRIBUTION
April 2010	3/30	2/16	2/19	Charlotte Hamfest & GBH&C/Timonium
May	5/04	3/18	3/23	Int'l DX Convention/Visalia Dayton Hamvention® Preview Issue
June	6/01	4/16	4/21	Dayton Hamvention® & Rochester Hamfest
July	6/29	5/14	5/19	Dallas Ham-Com & SEA-PAC
August	8/03	6/18	6/24	
September	8/31	7/19	7/23	Huntsville Hamfest & FEMARA/Boxboro
October	10/05	8/18	8/24	
November	11/02	9/17	9/23	
December	11/30	10/15	10/21	
January 2011	1/04	11/17	11/23	
February	2/01	12/16	12/21	
March	3/01	1/17	1/21	Orlando HamCation

MECHANICAL REQUIREMENTS

Printed by web offset. Please supply hi-res PDFs or digital ad files (QuarkXpress or PageMaker, Macintosh preferred, no embedded photos). When sending digital ad files, please be sure to include art, logos, photos, fonts, and a laser proof. 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.

Space Unit	Vertical		Horizontal	
	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 Size8 1/8" wide x 10 3/4" deep
 Bleed Size8 1/4" wide x 11" deep
 InsertsSizes 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* in the noted sizes and colors:

	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.