



## Editorial Philosophy

CQ VHF magazine was created to serve the special interests and needs of the 350,000+ hams in the United States and around the world whose operational and technical interests lie above 50 MHz. The magazine focuses on the entire VHF/UHF+ spectrum, from 50 MHz to light. It covers a broad range of skill levels, from the new Technician to the Extra Class microwave experimenter, and includes operating, technical and construction articles. Most importantly, it gives VHF/UHF hams their own unique forum from which to explore the ever-expanding range of technology above 50MHz.

## Advertising Rates and Terms

Size	1X	2X	4X
Full page	\$671	\$611	\$550
1/2 island	512	462	418
2/3 page	440	402	363
1/2 page	402	352	319
1/3 page	270	242	220
1/4 page	220	204	182
1/6 page	149	132	121
1/9 page	116	105	94

Commission to recognized advertising agencies: 15%

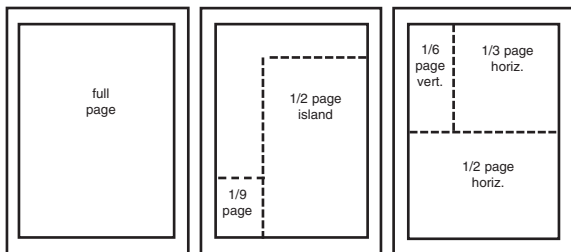
Terms: Net 30 days. 2% discount from net if paid within 10 days of invoice, or if prepaid. Failure to meet net terms forfeits agency commission. Balances due over 30 days from date of invoice are considered past due and accrue finance charges at the rate of 1 1/2% per month on total past due amount (annual percentage rate of 18%)

## Color, Special Position, Bleed Rates

Cover II.....\$770      Cover IV.....\$770  
 Cover III.....\$743

Cover positions include mandatory four-color charges. Cover and centerfold positions available on 4-time contract only. Second color (standard 4A) rate \$50; four-color rate \$150 per page or fraction (bleed included). Catalog pull-outs, postcard inserts, gatefolds, poster-sized pull-outs, special position and large volume space rates given upon request.

## Layout Information



## 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"	-	-

## Publication Size

Publication Trim Size .....8 1/8" wide x 10 3/4" deep  
 Bleed Size .....8 5/8" wide x 11 1/4" deep  
 Inserts.....Sizes and specifications given upon request

## Deadlines

Issue	On Sale	Space Reservation	Final Material
Winter 2008	2/01/08	1/07/08	01/10/08
Spring	5/01/08	4/07/08	4/10/08
Summer	8/01/08	7/07/08	7/10/08
Fall	11/01/08	10/06/08	10/09/08
Winter 2009	2/01/09	1/05/09	1/08/09
Spring	5/01/09	4/06/09	4/09/09
Summer	8/01/09	7/06/09	7/09/09
Fall	11/01/09	10/05/09	10/08/09

For assistance in planning your advertising contact:

**Don Allen, W9CW**

Advertising Manager

(217) 344-4570 • Fax (217) 344-4575

ads@cq-amateur-radio.com

CQ VHF • 25 Newbridge Rd. • Hicksville, NY 11801

