Your First Choice for Communicating to the GIS Community

Advertising in ArcNews™ and ArcUser™ gives you an opportunity—available nowhere else—to communicate directly to over a million people in the geographic information system (GIS) marketplace about your products and services.

- Government
- Natural Resources
- Business
- Education
- Utilities
- Transportation
- Public Safety
- Health
- GIS Services
- Defense
- Many Other Industries and Sectors
### ArcNews

**2015 Rate Sheet, No. 29**

ArcNews magazine is most widely circulated geographic information system publication, making it an ideal vehicle for reaching the geographic information system community. With a goal of broadening awareness of GIS and promoting its use across industries, ArcNews offers readers articles that describe successful GIS implementations; best practices; and news of the GIS industry and Esri’s products, services, and partners.

Published quarterly, ArcNews is distributed free of charge to Esri customers looking to expand their current GIS and those considering a GIS implementation.

It’s filled with news about GIS and Esri’s users, products, services, and partners. ArcNews is the longest-running, continuously published GIS periodical.

**Print Ad Dimensions**

*Please keep all text and logos at least .25” inside trim. All art sizes are measured in inches.*

- **Full Page**: 11.375”w x 14.5”h bleed (10.875”w x 14”h trim)
- **1/3 Page**: 11.375”w x 9.25”h bleed (10.875”w x 9”h trim)
- **1/4 Page**: 11.375”w x 6.5”h bleed (10.875”w x 6”h trim)
- **Spread**: 11.375”w x 9.25”h bleed (10.875”w x 9”h trim)
- **Column**: 2.344”w trim up to 13”h*

**Back Cover**: 11.375”w x 9.25”h bleed (10.875”w x 9”h trim)

**Four Color**

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**Black and White**

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**Special Positioning (includes four-color process)**

| Back Cover | $8,560 | $8,140 | $7,715 | $7,290 |
| Inside Back| $11,045| $10,500| $9,945 | $9,400 |

#### Special Esri Partner Offer

A 10 percent discount is offered to Silver and Gold Esri partners, and a 20 percent discount to Esri Platinum Partners.

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### ArcUser

**2015 Rate Sheet, No. 16**

ArcUser is an award-winning quarterly magazine that provides practical technical information on how GIS and Esri software are used most effectively and integrated with other IT technologies. In addition to tutorials and articles on emerging and converging technologies, the magazine includes stories about GIS use in various industries and directs readers to educational resources. The second largest GIS magazine, ArcUser has a target audience that includes GIS managers and developers as well as users of Esri software. ArcUser is available in print, online at esri.com, and on apps for Android and iOS devices.

**Print Ad Dimensions**

*Please keep all text and logos at least .25” inside trim. All art sizes are measured in inches.*

- **Full Page**: 8.625”w x 11.125”h bleed (8.375”w x 10.875”h trim)
- **Spread**: 8.625”w x 11.125”h bleed (8.375”w x 10.875”h trim)
- **Back Page**: 8.625”w x 6.71”h bleed (8.375”w x 6.46”h trim)
- **1/3 Page**: 8.625”w x 4.64”h trim
- **1/2 Page**: 11”w x 4.64”h trim
- **Column**: 2.236”w trim up to 9.264”h**

**Four Color**

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**Special Positioning (includes four-color process)**

| Back Page | $10,700 | $10,180 | $9,630 | $9,095 |
| Inside Front | $8,795 | $8,200 | $7,825 | $7,765 |
| Inside Back | $8,190 | $7,780 | $7,370 | $6,950 |

#### Special Esri Partner Offer

A 10 percent discount is offered to Silver and Gold Esri partners, and a 20 percent discount to Esri Platinum Partners.

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**ArcNews**

- ArcNews reaches more than 800,000 users and prospects interested in Esri-related GIS technology, software, data, and services. It is read by both existing Esri customers looking to expand their current GIS and those considering a GIS implementation.

- It’s filled with news about GIS and Esri’s users, products, services, and partners.

- ArcNews is the longest-running, continuously published GIS periodical.

**ArcUser**

- Reaches more than 500,000 GIS professionals, managers, and developers who use GIS technology for government, business, and academic applications.

- Focused on helping Esri software users work more productively.

- The source for tutorials on GIS software and articles explaining GIS and its integration with other technologies.

- The only magazine exclusively for users of Esri software.

**More information and advertising opportunities can be found at** esri.com/arcnews and esri.com/arcuser.
Mechanical Requirements (Print Ads)

Electronic/Digital Media
- Files are accepted via e-mail or on CD or DVD.
- Please contact the advertising coordinator at ads@esri.com for instruction on how to send large ad files.
- To ensure quality, your ad should be accompanied by a color Matchprint proof.
- A secure repository for large files is available upon request by e-mailing ads@esri.com.

Graphic File Format
High-resolution PDF and EPS files are preferred, with all fonts and links embedded. High-resolution TIFF files are also accepted. (For any other format, contact the Esri publications advertising coordinator prior to submission.)

Recommended Font Sizes For Readability:
Body Copy fonts: 18 point or larger
Caption Sized fonts: 15 point or larger

Wherever possible, please provide your ad as a single PDF file with the following recommended settings:

Dos:
- Crop to exact art size (no need for crop or bleed marks)
- The color space of the PDFs must be Apple RGB (otherwise certain colors are rendered incorrectly)
- 200 dpi (or greater)
- Output to PDF version 1.3 (for optimum compatibility)
- Embedded fonts (not subset, please avoid CID Type H encoded fonts)
- Objects with transparency need to be flattened (high resolution is preferred for best quality)

Don'ts:
- Smooth shade is not currently supported
- Overprints have been known to cause problems—make sure these are turned off (this can be done at the same stage as flattening transparencies)
- Keep complex vector shapes to a minimum
- Avoid the use of drop shadows in InDesign and Quark – these don’t flatten properly and cause the page renderer to display white lines around the shadowed object.

Pricing to Advertise Only in Mobile App

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Dimensions

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**Esri Trademark and Logo Guidelines**

Advertisers in Esri publications are authorized to use certain trademarks and service marks owned by Esri. Please contact the Advertising Department for the Esri trademark and logo guidelines when designing ads to promote placement in an Esri publication. Utilizing those guidelines will ensure that you are using Esri trademarks, service marks, logos, and emblems in a legally correct manner, thereby streamlining the ad approval process. A sample layout showing proper trademark usage is available on the Partners Only website at partnerportal.esri.com or upon request.

Use only the emblems and/or software logos you have been authorized to use just once in each advertisement. Do not alter them in any way.

Your company’s word and/or design marks should appear as big as or larger than the Esri authorized emblem and/or software logos.

The trademark symbol only needs to be used once, after the first appropriate use of the word mark in a document. At the end of a document (at the bottom of the page, in type smaller than other text), add an attribution for any Esri trademark used. An example follows: Esri trademarks provided under license from Esri.

Please direct any questions to ads@esri.com.

Information in this document is subject to change without notice.
Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth’s most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

Advertising Sales and Information

Please address all questions concerning mechanical requirements, material deadlines, and shipping to the following:

Esri
Advertising
380 New York Street
Redlands, California 92373-8100 USA
T 909 793 2853, ext. 1-3827
F 909 307 3101
ads@esri.com
esri.com/advertise