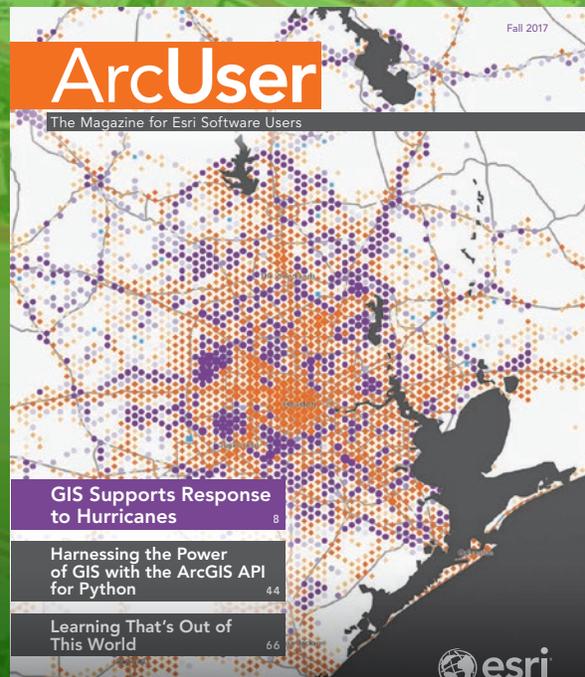# Esri® Publications

Reach More Than 1.5 Million Potential Customers

Advertise in the Two Largest GIS Magazines

The publication dates for *ArcNews*™ and *ArcUser*™ are now staggered, letting you reach customers twice as often at new, discounted rates.

2018–2019 Media Kit

esri | THE SCIENCE OF WHERE™

ArcNews

- Reaches more than 900,000 print subscribers
- Targets Esri® software users and prospective GIS customers
- Covers industries that range from local, state, and national governments to private businesses, startups, and nonprofit organizations
- The longest-running, continuously published GIS periodical
- Published quarterly and distributed free of charge to anyone who uses or is interested in GIS

Submission Deadlines

Issue	In-House Date	Reservation Due	Ad Material Due
Spring 2018	Apr. 4, 2018	Dec. 14, 2017	Jan. 8, 2018
Summer 2018*	June 25, 2018	Mar. 12, 2018	April 9, 2018
Fall 2018	Oct. 29, 2018	July 16, 2018	Aug. 13, 2018
Winter 2019	Jan. 22, 2019	Oct. 15, 2018	Nov. 12, 2018

The Summer 2018 issue of ArcNews will be the Esri User Conference issue. The conference will be held July 9–13, 2018.

ArcNews Print Ad Dimensions

Full Page
11.375"w x 14.5"h bleed
(10.875"w x 14"h trim)

1/3 Page
Horizontal
9.875"w x 5"h trim

1/4 Page
Vertical
4.854"w x 6.5"h trim

4" Column
Vertical
2.344"w x 4"h trim
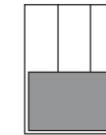
2018–2019 Advertising Pricing (four color)

Insertion rates	1–2x	3–4x	5–7x	8x or More
Full Page	$9,520	$9,050	$8,575	$7,755
1/3 Page	$5,190	$4,950	$4,715	$4,400
1/4 Page	$4,590	$4,360	$4,130	$3,890
4" Column	$375	$350	$325	$300

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

ArcUser

- Reaches more than 600,000 print subscribers
- Targets GIS managers, GIS developers, and students of GIS technology as well as GIS professionals
- Focuses on helping users work more productively
- Provides practical information on how GIS and Esri software are used most effectively and integrated with other IT technologies
- The only magazine exclusively for users of Esri software

Submission Deadlines

Issue	In-House Date	Reservation Due	Ad Material Due
Spring 2018	May 28, 2018	Dec. 14, 2017	Jan. 9, 2018
Summer 2018	Aug. 15, 2018	April 20, 2018	May 25, 2018
Fall 2018	Nov. 15, 2018	Aug. 10, 2018	Sept. 21, 2018
Winter 2019	Feb. 25, 2019	Oct. 19, 2018	Nov. 16, 2018

ArcUser Print Ad Dimensions

Full Page
8.625"w x 11.125"h bleed
(8.375"w x 10.875"h trim)

1/2 Page
Horizontal
7.04"w x 4.64"h trim

1/3 Page
Vertical
4.64"w x 6.18"h trim

4" Column
Vertical
2.236"w x 4"h trim

2018–2019 Advertising Pricing (four color)

Insertion rates	1–2x	3–4x	5–7x	8x or More
Full Page	$7,075	$6,730	$6,380	$6,100
1/2 Page	$4,880	$4,640	$4,390	$4,150
1/3 Page	$3,930	$3,740	$3,550	$3,015
4" Column	$375	$350	$325	$300

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

Materials for new advertisements must be submitted to Esri for review and approval. See the Advertising Policies section in this document for details. Esri's ad review process ensures that all ads are in accordance with current editorial standards and guidelines. If changes are required, all final materials will need to be resubmitted.

Make your space reservations today at esri.com/arcnews or esri.com/arcuser by clicking the Advertising tab.

Are You an Esri Partner?
Save an additional 10–20 percent

- 20 percent discount to Esri Platinum Tier partners
- 10 percent discount to Esri Gold or Silver Tier partners

Special Offer

Reach more than 1.5 million customers 8 times a year and get a 25 percent discount when you buy a full-page ad in *ArcUser* and a 1/3 page ad in *ArcNews*.

Insertion rates	1–2x	3–4x	5–7x	8x or More
Special bundled rate	$10,497	$9,993	$9,500	$8,975
Cost if bought separately	$12,265	$11,680	$11,095	$10,500

ArcNews + ArcUser

Mechanical Requirements (print ads)

Electronic/Digital Media

- Files are accepted via email or on CD or DVD.
- Please contact the advertising coordinator at ads@esri.com for instructions 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 emailing 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.)

Image Files

- All files must be created at 100 percent size and at 300 dpi or better.
- Color ads must be saved using only CMYK color values.
- Black-and-white ads must be in gray scale.
- Send files in the correct dimensions. No need for any printer marks—but if included, please keep them outside the bleed area.

Printing Process

- *ArcNews* and *ArcUser* magazines are printed on a heatset web press and are designed in Adobe InDesign CC 2018 (Macintosh).
- A keyline will be placed around ads at the publisher's discretion.

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

Advertising Policies

Advertising Agreement

Advertising is accepted subject to the terms and conditions stated in the agreement for advertising in Esri news publications and can be found at esri.com/arcnews and esri.com/arcuser on the Advertising tab.

Review/Approval

All advertising is subject to publisher approval. Esri's ad review process ensures that all ads comply with current editorial standards and guidelines.

All organizations must be preapproved before they may advertise in any Esri publication. Prospective advertisers should forward information about their company and the products or services that they intend to promote to ads@esri.com.

Esri Trademark and Logo Guidelines

Advertisers in Esri publications are authorized to use certain emblems and other trademarks and service marks owned by Esri. Please contact the Advertising Department at ads@esri.com for the Esri trademark and logo guidelines when designing ads for placement in Esri publications. Utilizing those guidelines will ensure that you are using Esri trademarks, service marks, logos, and emblems legally, 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.

THE SCIENCE OF WHERE™