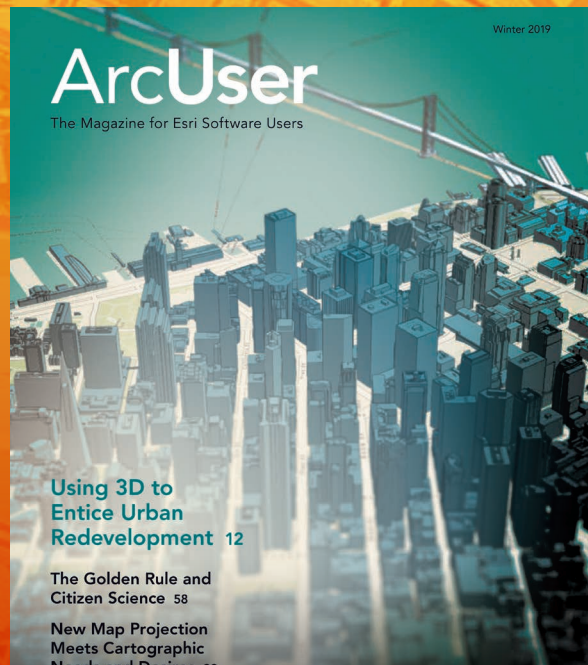


# Esri® Publications

## Reach More Than 1.3 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.

2019–2020 Media Kit



- Reaches approximately 800,000 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	Contract Due	Ad Material Due
Spring 2019	January 18, 2019	January 25, 2019
Summer 2019*	April 8, 2019	April 15, 2019
Fall 2019	August 5, 2019	August 12, 2019
Winter 2020	October 30, 2019	November 6, 2019

\*The Summer 2019 issue of ArcNews will be the Esri User Conference issue. The conference will be held July 8–12, 2019.

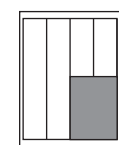
### ArcNews Print Ad Dimensions



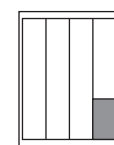
**Full Page**  
11.375"w x 14.5"h bleed  
(10.875"w x 14"h trim)



**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

### 2019–2020 Advertising Pricing (four color)

Insertion rates	1–2	3–4	5–7	8+
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.

- Reaches more than 500,000 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

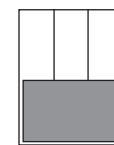
### Submission Deadlines

Issue	Contract Due	Ad Material Due
Spring 2019	February 15, 2019	February 22, 2019
Summer 2019	May 17, 2019	May 24, 2019
Fall 2019	August 23, 2019	August 30, 2019
Winter 2020	November 8, 2019	November 15, 2019

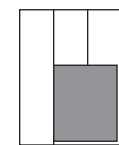
### ArcUser Print Ad Dimensions



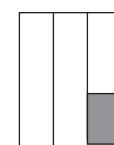
**Full Page**  
8.625"w x 11.125"h bleed  
(8.375"w x 10.875"h trim)



**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

### 2019–2020 Advertising Pricing (four color)

Insertion rates	1–2	3–4	5–7	8+
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](http://esri.com/arcnews) or [esri.com/arcuser](http://esri.com/arcuser) by clicking the Advertising tab.

### Are You an Esri Partner?

Save an additional 10–20 percent

- 20 percent discount for Esri Platinum partners
- 15 percent discount for Esri Gold partners
- 10 percent discount for Esri Silver partners and education advertisers

### Special Offers

**BUY 2  
GET 1  
FREE**

Buy two full page ads, get one full page ad free.  
Save \$7,075–\$9,520

**BUY 3  
GET 1  
FREE**

Buy three 1/3 page ads, get one 1/3 page ad free.  
Save \$3,930–\$5,190

# 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](mailto: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](mailto: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 2019 (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

[ads@esri.com](mailto:ads@esri.com)

[esri.com/advertise](http://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](http://esri.com/arcnews) and [esri.com/arcuser](http://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](mailto: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](mailto: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](http://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](mailto:ads@esri.com).

Information in this document is subject to change without notice.

