

2012 ADVERTISING INFO

WorldRadio ONLINE

The Worldwide Online Publication for INVOLVED Ham Radio Operators

The meeting place for the diverse and interesting individuals, groups, and activities that make up the wide world of ham radio... *WORLDRADIO ONLINE*. Hosted by Zinio, one of the top names in the e-magazine business, and the world's largest e-magazine newsstand.

WORLDRADIO ONLINE's Readers...

...are interested in the people, groups, and activities that make up ham radio. They are highly involved 'full-spectrum' radio operators—their interests range from DX and propagation to antenna theory and construction, public service and emergency communications to low-power 'trail-friendly' radio applications.

Easily defined as 'active and involved hams from all ages and walks of life.'

- 73% hold an Extra Class license
- 67% have been licensed for more than 25 years
- 33% have upgraded their licenses in the past 1-5 years
- 87% are active on HF bands
- 67% are active on VHF & above
- 65% use voice modes (SSB, AM, FM)
- 49% are active Morse code operators
- 37% operate using RTTY/digital modes

**Source: Reader surveys*

DISPLAY ADVERTISING RATES:

AD SIZE	1X	3X	6X	12X
Full page	\$900	\$850	\$800	\$700
2/3 page	605	575	550	500
1/2 island	455	440	420	400
1/2 page	455	440	420	400
1/3 page	310	295	285	265
1/4 page	230	220	210	200
1/6 page	165	155	145	138
1/9 page	105	100	95	85
1/12 page	85	80	75	70
1/24 net/net	45	42	40	38

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:

Chip Margelli, K7JA, Director of Advertising Sales and Marketing

Call: 405-ADS-CQCQ 405-237-2727

Email: ads@cq-amateur-radio.com



WorldRadio ONLINE

Web Display Advertising

Display advertising in *WorldRadio Online* is available in a wide variety of sizes, shapes, colors, and positions. Advertising is solicited from reputable firms and organizations whose products and services are of direct or related interest to the readership of *WorldRadio Online*.

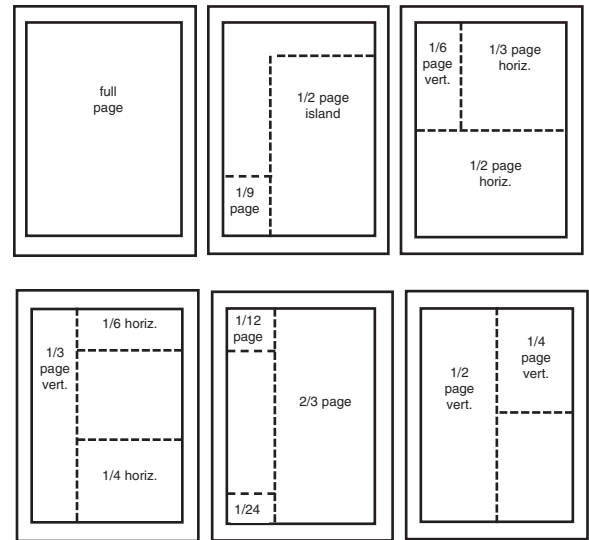
In addition to standard space advertising, a variety of unique and innovative advertising devices are available only in *WorldRadio Online*. Contact Chip Margelli, Director of Advertising, for a breakout of our display advertising rates and terms. *WorldRadio Online* assumes no responsibility for the technical worthiness of the products and services advertised within its pages, and reserves the right to refuse or reject any advertisement. Previous acceptance of an advertisement will not prevent *WorldRadio Online* from exercising its right to refuse the same advertisement in the future.

ISSUE	RESERVE SPACE	FINAL MATERIAL	MAGAZINE ONLINE ACCESS BEGINS
January 2012	11/21	11/26	12/25/11
February	12/20	12/26	1/25/12
March	1/23	1/26	2/25
April	2/22	2/24	3/25
May	3/21	3/23	4/25
June	4/24	4/26	5/25
July	5/23	5/25	6/25
August	6/20	6/22	7/25
September	7/19	7/23	8/25
October	8/20	8/24	9/25
November	9/20	9/24	10/25
December	10/24	10/26	11/25

MECHANICAL REQUIREMENTS

Please supply a web optimized PDF with all fonts embedded. A color proof must accompany all four-color advertisements. 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"	-	-



Magazine Page Size

8 1/8" wide x 10 3/4" deep

Advertising Contract

Date _____

(Account) _____

with offices at _____

requests that display advertising be inserted in the following issues of *WorldRadio Online* 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.