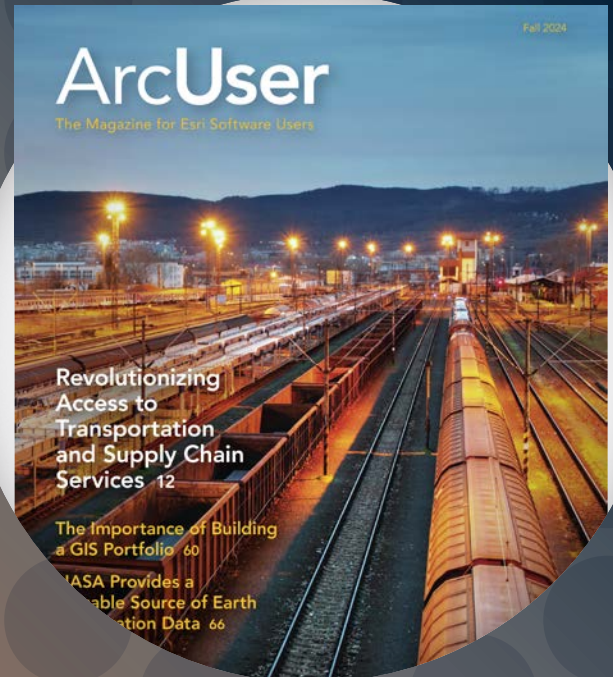


Esri® Publications



Advertise in the Two Largest GIS Magazines

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

2025–2026 Media Kit



ArcNews

2025 Rate Sheet, No. 35

- Reaches approximately 650,000 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
- Is the longest-running, continuously published GIS periodical
- Is 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 2025	January 3, 2025	January 17, 2025
Summer 2025*	March 28, 2025	April 11, 2025
Fall 2025	August 1, 2025	August 15, 2025
Winter 2026	October 17, 2025	October 31, 2025

*The Summer 2025 issue of ArcNews will be the Esri User Conference issue. The conference will be held July 14–18, 2025.

ArcUser

2025 Rate Sheet, No. 22

- Reaches approximately 530,000 print subscribers
- Targets GIS managers, GIS developers, and other GIS professionals as well as students of GIS technology
- 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
- Is the only magazine exclusively for users of Esri software

Submission Deadlines

Issue	Contract Due	Ad Material Due
Spring 2025	February 7, 2025	February 21, 2025
Summer 2025	May 30, 2025	June 13, 2025
Fall 2025	August 8, 2025	August 22, 2025
Winter 2026	October 29, 2025	November 12, 2025

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 ads@esri.com.

2025–2026 Advertising Pricing (four color)

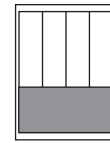
Insertion rates	1–2	3–4	5–7	8+
Full Page	\$10,472	\$9,955	\$9,433	\$8,531
1/3 Page	\$ 5,709	\$5,445	\$5,187	\$4,840
4" Column	\$ 413	\$ 385	\$ 358	\$ 330

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

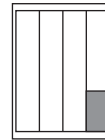
ArcNews Print Ad Dimensions



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



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

ArcUser

2025–2026 Advertising Pricing (four color)

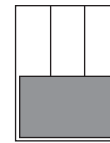
Insertion rates	1–2	3–4	5–7	8+
Full Page	\$7,783	\$7,403	\$7,018	\$6,710
1/2 Page	\$5,368	\$5,104	\$4,829	\$4,565
1/3 Page	\$4,323	\$4,114	\$3,905	\$3,317
4" Column	\$ 413	\$ 385	\$ 358	\$ 330

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

ArcUser Print Ad Dimensions



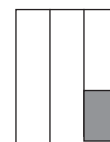
Full Page
8.625"w x 11.125"h bleed
(8.375"w x 10.875"h trim)



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

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, Bronze, and Startup partners

Education advertisers receive a 10 percent discount.

Special Offers

**BUY 2
GET 1
FREE**

Buy two full page ads,
get one full page ad free.
Save \$7,783–\$10,472

**BUY 3
GET 1
FREE**

Buy three 1/3 page ads,
get one 1/3 page ad free.
Save \$4,144–\$5,445

ArcNews + ArcUser

Mechanical Requirements (print ads)

Electronic/Digital Media

- Files are accepted via email.
- 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 TIF 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.
- Ads must be saved using only CMYK color values. Do not include any spot or solid colors.
- 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 designed in Adobe InDesign CC 2025 (Macintosh).
- A keyline will be placed around ads at the publisher's discretion.

Advertising Policies

Advertising Agreement

Advertising is accepted subject to the terms and conditions that are stated in the agreement for advertising in Esri news publications.

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.

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

esri.com/advertise

