QRCA VIEWS Magazine

The QRCA wants its members to use their membership to the fullest extent, so they created VIEWS — one of its most popular tangible assets. Advertising in VIEWS will help you get your products and services in front of key decision-makers and stakeholders and gain a competitive edge in your marketplace.

Get Distribution

QRCA VIEWS magazine reaches 10,000+ readers annually, both online and in print globally.

Be Targeted

The magazine is an award-winning and recognized industry publication with trusted content and a consistent readership.

Achieve Reach

VIEWS magazine is the QRCA's primary resource for communicating best practices and elevating the field.

QRCA Views Summer 2024

Sales/Ad Material Deadlines

- **Winter 2024, Annual Conference Preview**
  - Artwork Deadline: October 17, 2024
  - Estimated Delivery: Early December
- **Spring 2025, Worldwide Conference Preview**
  - Artwork Deadline: January 8, 2025
  - Estimated Delivery: Early March
- **Summer 2025**
  - Artwork Deadline: April 14, 2025
  - Estimated Delivery: Early June
- **Fall 2025**
  - Artwork Deadline: July 14, 2025
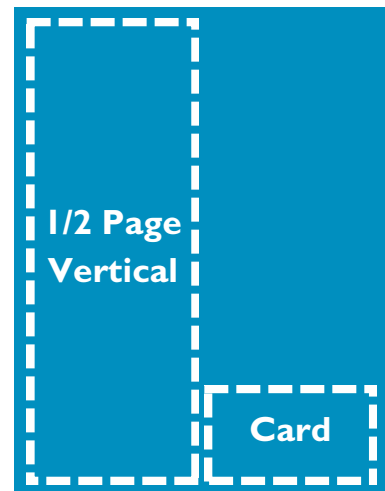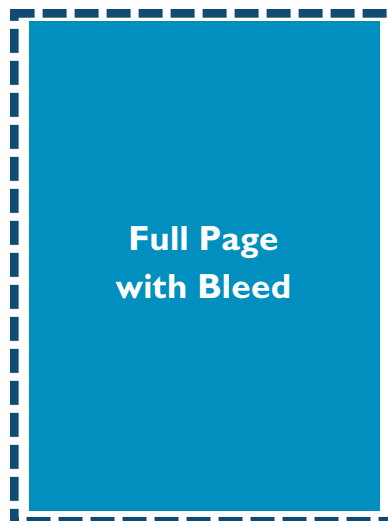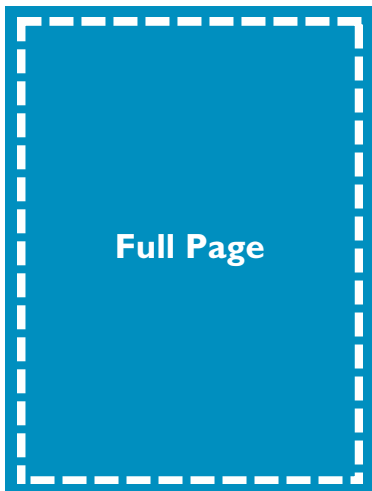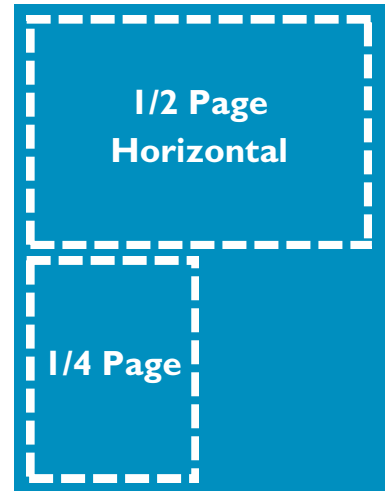 - Estimated Delivery: Early September

QRCA VIEWS Magazine

Print Ad Specifications

Item	Size
Full Page	8" x 10.5"
Full Page with Bleed	8.625" x 11.125"
1/2 Page Horizontal	7.5" x 5"
1/2 Page Vertical	3.75" x 5"
1/4 Page	3.75" x 5"
Business Card	3.5" x 2"

All magazines meet these criteria:

- Color Space = Full Color
- Issue Frequency = Quarterly
- Binding = Saddle-Stitch
- Trim Size = 8.375" x 10.875

1/2 Page Horizontal

1/4 Page

Full Page

Full Page with Bleed

1/2 Page Vertical

Card

QRCA VIEWS Magazine

Direct Mail Specifications

Direct mail is interactive, it's memorable, and it can have a big reach. All you need for a direct mail piece is something identifying you or your business, a call to action (CTA), and a way for your customers to contact you. The rest is up to you!

The direct mailer is a double-sided postcard, so please submit two artwork files at the specs provided below. The direct mailer will be polybagged with the magazine.

Item	Specification	Example
Vertical Option	Two-Sided: Front & Back Bleed Specs: 4.25" x 6.25" Height Trim Size: 4" Width x 6" Height	
Horizontal Option	Two-Sided: Front & Back Bleed Specs: 6.25" x 4.25 Height Trim Size: 6" Width x 4" Height	

File Setup

Files should be 300 DPI for better resolution. As a general rule, higher-resolution files provide a nicer output. Please include a (0.25") bleed around your postcard document. Please submit in PDF or TIF format.

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Print Advertising Rates

Full Color Item	Single Issue	4 Issues (Annual)
Back Cover	$2550	$9650
Inside Front Cover	$2450	$9250
Inside Back Cover	$2450	$9250
Facing Inside Front Cover	$2400	$9100
Facing Table of Contents	$2400	$9100
Full Page	$2300	$8800
Half Page	$1550	$5750
Quarter Page	$1200	$4400
Business Card	$550	$1800
Direct Mail Insert*	$2100	$8500

*The pricing for the Annual Rate above will cover all of the issues produced for the magazine. The cost listed covers the copies of the magazine mailed to the membership, but additional copies of the postcard are available upon request. Any extra copies will result in an additional charge.

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Digital Advertising Rates

Digital Mag Banner	Specifications	Single Issue	4 Issues (Annual)
Digital Link	See Below*	$250	$900
Single Box	833 x 1146px	$350	$1100
Double Box	833 x 2363px	$500	$1800
Full Side Banner	833 x 3583px	$650	$2200
Double Side Banners	Two @ 833 x 3583px	$1100	$4000

Link your magazine advertisement to your website. The advertising link is clickable from the online copy and connects viewers to your company's website. (Only available if a display ad was purchased in the printed version of the magazine.)

GIF Animation Upgrade

Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the magazine's Digital Edition for **$450 per issue**.

Length	Loop	Frames	Type
10 seconds to maintain max exposure	Set loop as forever to ensure GIF continues to cycle	Max 3 frames for the most enposure	Larger text and fewer words for legibility