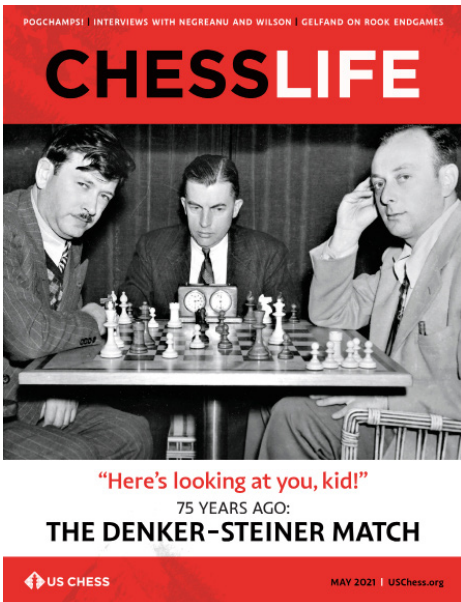




**US CHESS**  
FEDERATION



# US Chess Media Kit and Advertising Information



## MEDIA KIT

### **ABOUT US CHESS**

The US Chess Federation (US Chess) is the official governing body and nonprofit 501(c)(3) organization for chess players and chess supporters in the United States. US Chess represents the United States in the World Chess Federation (FIDE), connecting our members to chess players around the world. Founded in 1939 with the merger of the American Chess Federation and the National Chess Federation, US Chess has grown to serve over 94,000 members and over 1,200 affiliated chess clubs and organizations today.

Every year, US Chess sanctions and rates over 12,000 tournaments and over half a million games. We host over 25 national championships and award titles to both amateurs and professionals, ranging from elementary school students to senior citizens.

### **MISSION**

Empower people, enrich lives, and enhance communities through chess.

### **VISION**

Chess is recognized as an essential tool that promotes inclusiveness and benefits education, rehabilitation, recreation, and friendly competition.





# US CHESS FEDERATION

## CIRCULATION

*Chess Life:*

**19,000** print copies

*Chess Life Kids:*

**6,000** print copies

**Website:**

**110,000** unique viewers monthly

**Social Media Followers**

**Twitter:** @USChess, **31,000**

**Facebook:** US Chess, **16,000**

**Instagram:** US\_Chess, **9,000**

# US CHESS BY THE NUMBERS

US Chess membership has reached **as high as 97,000**.  
This number includes:

**76,000**

RATED PLAYERS

**120 GRANDMASTERS**

**122 INTERNATIONAL MASTERS**

**12,500 FEMALE MEMBERS  
IN US CHESS**

**2 US CHESS MEMBERS ARE  
100 YEARS OLD**

**677 MASTERS**

**1622 EXPERTS**

**32 WOMEN INTERNATIONAL MASTERS**

**845,134 RATED GAMES  
PLAYED IN 2019,  
MOST RUN BY LOCAL  
CLUBS**

**71,000,000\***

ESTIMATED NUMBER OF CHESS  
ENTHUSIASTS IN THE U.S. WHO HAVE  
NOT YET JOINED US CHESS.

**243 SENIOR MASTERS**

**17 WOMEN  
GRANDMASTERS**

**12,341 TOURNAMENTS**

\*YouGov study



## ADVERTISING RATES

### EDITORIAL ADS

The rates below are for editorial section ads. Contact **Melinda Matthews** at [mmatthews@uschess.org](mailto:mmatthews@uschess.org) for these ads. If you are interested in a display ad for your tournament within our Tournament Life Announcement (TLA) section, a classified ad, or an email blast, please also contact **Melinda Matthews** at [mmatthews@uschess.org](mailto:mmatthews@uschess.org)

### CHESS LIFE

Size	1x rate	2-5 x	6-9 x	10-12 x
Full page	\$2,690	\$2,585	\$2,480	\$2,370
1/2 page	\$1,490	\$1,430	\$1,370	\$1,310
1/4 page	\$820	\$785	\$755	\$720
1/12 page	\$315	\$305	\$295	\$280
1 inch	\$170	\$160	\$155	\$145

### CHESS LIFE KIDS

Size	Each insertion
Full page	\$600
1/2 page	\$350
1/4 page	\$250
1/12 page	\$150

### TOURNAMENT PROGRAMS

Size	Each insertion
Full page	\$1,000
1/2 page	\$500
1/4 page	\$250

### PRINT AD COMBINATIONS

Please contact **Melinda Matthews** at [mmatthews@uschess.org](mailto:mmatthews@uschess.org) if you wish to run the same ad in multiple publications and combinations. We do offer discounts for this.

### SPECIALTY ADS

For specialty ads such as belly bands, cover wraps, etc. please contact **Melinda Matthews** at [mmatthews@uschess.org](mailto:mmatthews@uschess.org).



# PRINT AD TECHNICAL SPECIFICATIONS

## SUBMITTING YOUR AD

All ads should be submitted as **CMYK** or **greyscale**.

### Accepted file formats are:

**JPEG** CMYK • 300 dpi

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**PDF** CMYK • 300 dpi • fonts are embedded

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**ILLUSTRATOR EPS** CMYK • images are embedded and 300 dpi • fonts are outlined (not live)

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**PHOTOSHOP EPS** CMYK • 300 dpi • flattened art (no layers) • no live fonts

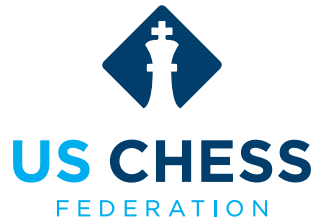
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**PHOTOSHOP PSD** CMYK • 300 dpi • flattened art (no layers) • no live fonts

Please contact **Melinda Matthews** at [mmatthews@uschess.org](mailto:mmatthews@uschess.org) if you have questions regarding size, formats, etc. *NOTE: We will not accept advertising that is in direct competition with US Chess Sales.*

## AD SIZES

Size	Width	x	Height
Full page	8 1/4" (8.25")	x	1 3/4" (10.75")
1/2 page (H)	7 1/4" (7.25")	x	4 5/8" (4.625")
1/2 page (V)	3 1/2" (3.5")	x	7 1/4" (7.25")
1/4 page (H)	4 3/4" (4.75")	x	3 1/4" (3.25")
1/4 page (V)	3 1/2" (3.5")	x	4 5/8" (4.625")
1/12 page (H)	2 5/16" (2.313")	x	2 3/16" (2.188")
1 inch	2 5/16" (2.313")	x	1"



# PRINT AD TECHNICAL SPECIFICATIONS

## AD SIZES

*PLEASE NOTE:* When a printer trims pages, there is a small amount of shifting that occurs. The Bleed and Margin ensure optimal trimming results by accounting for this. All elements meant to extend to the page edge should be extended beyond the edge to create a Bleed, which is represented by the purple box. Important elements should not be placed outside of the Margin, to ensure they will not be trimmed off. The Margin is represented by the Yellow Box.

\*If your image is going to print on the back cover, please account for the address printing area. There should be no images or text in this area. This area is represented by the grey box.

**FULL PAGE**

**Live Area**  
**7.85" x 10.35"**  
(Yellow)

**Trim Line**  
**8.25" x 10.75"**  
(Blue)

**Size with Bleed**  
**8.5" x 11"**  
(Purple)

**BACK COVER**  
**FULL PAGE**

**Live Area**  
**7.85" x 10.35"**  
(Yellow)

**Trim Line**  
**8.25" x 10.75"**  
(Blue)

**Size with Bleed**  
**8.5" x 11"**  
(Purple)



**US CHESS**  
FEDERATION

## PRINT AD TECHNICAL SPECIFICATIONS

### AD SIZES

