US Chess Media Kit and Advertising Information
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 as many as 97,000 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 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 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

CHESS LIFE

<table>
<thead>
<tr>
<th>Size</th>
<th>1x rate</th>
<th>2-5 x</th>
<th>6-9 x</th>
<th>10-12 x</th>
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CHESS LIFE KIDS

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<td>$250</td>
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<td>1/12 page</td>
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</tr>
</tbody>
</table>

*Specific placement request in any publication: $500 additional fee

PRINT AD COMBINATIONS
Please contact Melinda Matthews at 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.
SUBMITTING YOUR AD
All ads should be submitted as CMYK or greyscale.

Accepted file formats are:

**JPEG**  CMYK • 300 dpi

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

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

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

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

Please contact Melinda Matthews at 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

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<tr>
<th>Size</th>
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<tr>
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</tr>
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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)
PRINT AD TECHNICAL SPECIFICATIONS

AD SIZES

1/2 H
7.25” x 4.625”

1/4 H
4.625” x 3.5”

1/2 V
3.5” x 7.25”

1/4 V
3.5” x 4.625”

1/12 H
1 INCH