



American Association of Textile Chemists & Colorists

Media Kit 2027

About AATCC

The American Association of Textile Chemists and Colorists (AATCC) is a nonprofit organization serving the global textile industry and its professionals since 1921. AATCC has thousands of individual and corporate members around the world. AATCC provides trusted textile resources, standard test methods, quality control materials, education, and professional development for a global audience.

Our Members

AATCC Members are textile industry leaders, driving product development and design for major brands and retailers around the world and making decisions in every stage of the supply chain.

Where Our Members Work

Product Development	Quality Assurance	Digital Printing
Chemistry, Color, Finishing	Consulting	Sourcing
Testing	Education	Sustainability
Research	Marketing	Design
		E-Textiles

Why Advertise With AATCC?

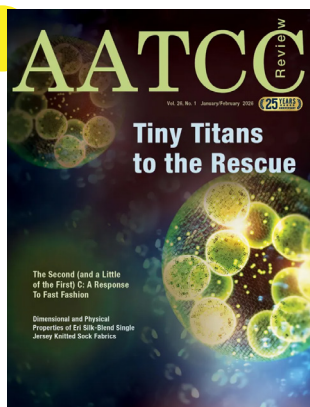
Your Gateway to the Textile Industry — Connect, Innovate, Thrive

Connect with the AATCC community of textile professionals. Find potential suppliers, business partners, customers, vendors, or consultants.



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About The Magazine

The AATCC Review is the official magazine of AATCC, bringing to light innovative research on all facets of fibers, textiles, and apparel, six times a year. Feature articles unravel challenges in sustainability, durability, and performance. As challenges arise in sustainability, readers look to AATCC content for exciting new developments, ideas and solutions in award-winning articles.

Issue & Deadline	Editorial
January/February Deadline: November 20th	Super Textiles: Protective & Technical Textiles
March/April Deadline: January 21	Can You Measure Soft? The Race to Turn Hand Feel into Data
May/June Deadline: March 22	Can AI Be Trusted to Test Textiles? PLUS AI in the Textile Manufacturing Process
July/August Deadline: May 21	Seed to System with Project CreateMe
September/October Deadline: July 19	Autonomous Mobile Robots: Coming Soon to a Textile Manufacturer Near You
November/December Deadline: September 21	The Recycled Fiber Testing Problem: How Do You Prove Circular Materials Perform?
January/February 2028 Deadline: November 19	Modernizing Dyeing and Coloration

* Additional distribution at textile industry shows & events throughout the year.



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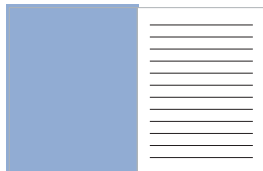
Advertising Rates *(Billed per issue)*

	1x	3x	6x
Back Cover	\$2,295	\$1,965	\$1,635
Inside Cover	\$2,130	\$1,800	\$1,550
Full Page	\$1,965	\$1,635	\$1,400
1/2 Page	\$1,180	\$980	\$840
1/4 Page	\$708	\$588	\$504
1/8 Page	\$425	\$353	\$303

All rates in U.S. Dollars.

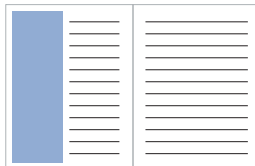
Ad Specifications

Full Page with Bleed



8.375" w x 11.125" h
Bleed: 0.25"
(8.125" w x 10.875" h trim size)

1/2 Vertical



3.33" w x 10.17" h

1/2 Page Horizontal



7.33" w x 4.66" h

1/4 Page



3.33" w x 4.67" h

1/8 Page



3.33" w x 2.33" h

Specifications

Ink **Full Color**
Trim Size **8.125" x 10.875"**
Binding **Saddle Stitch**

Print Artwork Requirements

- A high resolution pdf is the preferred file format. All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings. **No crop marks.**
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.



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Digital Advertising

AATCC News

Circulation: 2,000 | **Open Rate:** 40% | **CTR:** 4–6%

AATCC's primary bi-weekly newsletter continues to serve as a trusted source of what's ahead in textile evaluation and product development. Readers value their subscriptions and keep addresses updated.

Website Advertising Rates

(prices per month)

Rectangle 300 x 250px

Only 1 available

6-months\$1,200

12-months\$1,200

Skyscraper 300 x 600px

Only 1 available

6-months\$1,200

12-months\$1,200

Banner 728 x 90px

Only 1 available

6-months\$1,200

12-months\$1,200

Newsletter Advertising Rates

(prices per month)

Leaderboard Ad 660 x 77px

Only 1 available

6-months\$1,008

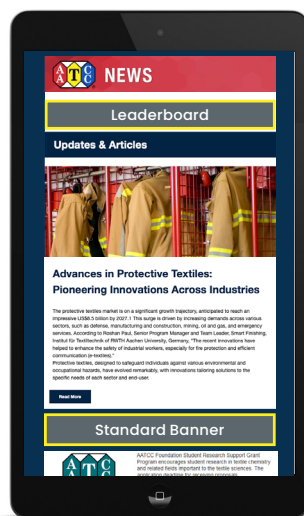
12-months\$816

Standard Banner Ad 660 x 77px

Only 3 available

6-months\$891

12-months\$722



Digital Ad Deadlines

Jan 27'	11/23/27	July 27'	05/25/27
Feb 27'	12/23/27	Aug 27'	06/24/27
Mar 27'	01/25/27	Sept 27'	07/23/27
April 27'	2/22/27	Oct 27'	08/25/27
May 27'	03/25/27	Nov 27'	09/24/27
June 27'	04/23/27	Dec 27'	10/25/27

Banner Ad Art Requirements

Static Image Files

- 72 dpi resolution
- RGB
- File formats accepted:
 - » PNG (24-bit or 8-bit)
 - » GIF
 - » JPG (high quality only)

Animated Image Files

- 72 dpi resolution
- RGB
- Animated GIF (max three slides)
- Limited to 200 kb

Contact

For more information, please contact:

RONNIE JACKO

(503) 445-2234 | ronnie@bigredm.com



Print & Digital Bundles

Includes:

- **Print ad in one issue of AATCC Review magazine**
- **Banner on AATCC.org** — runs for two (2) months that coincide with issue months
- **AATCC News Standard Banner** — three (3) months includes two (2) issues per month

Full Page Bundle	\$4,195
Half Page Bundle	\$3,525
Quarter Page Bundle	\$3,125

NEW Add-on Option

- Advertise in the Digital Publications alert sent to all members showcasing the upcoming articles featured in AATCC Review and AATCC Journal of Research
- Members can access the digital editions via links in the email
- This is a great way to align your product with the lead story and enhance your print ad exposure.
- Two (2) banners available — **\$500 per issue**
- Banner specs: **660 x 77px**



Interested in Becoming a Corporate Member?

Join the list of successful Corporate Members including:

- Raw material producers
- Product manufacturers
- Brands & retail organizations
- Independent testing labs
- Academia & government agencies
- Test equipment & materials suppliers
- Related associations

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