



## **2010 Marine Corps Gazette Online Media Planner**

The *Marine Corps Gazette* web site continues the tradition of the print version. This is the on-line professional journal for U. S. Marines covering all aspects of Marine Corps activity.

Readers are principally officers and senior noncommissioned officers of the United States Marine Corps; government officials, foreign and domestic; plus former Marines, families of Marines, and persons interested in the Marine Corps.

### **Marine Corps Gazette Web Site**

[www.mca-marines.org/gazette](http://www.mca-marines.org/gazette) is the portal for news about the Marine Corps and the *Marine Corps Gazette*. The front page features the current issue of the *Marine Corps Gazette* along with up-to-date news and views regarding the Corps. You will find articles from the current issue, editor's choice stories, free web articles and a searchable story data base that goes back to 1916.

There are videos that contain current news and views as well as historical footage that you can view.

The *Marine Corps Gazette* web site has the largest discussion board for the USMC. And the polls are growing every day with personal opinion questions regarding the Marine Corps.

Currently the site is averaging over 7500 unique visitors a month and over 20,000 page views per month.

### **Marine Corps Gazette Electronic Verson**

Each month the *Marine Corps Gazette* is published cover-to-cover online. Readers have the opportunity to read the issue before it gets to their mailboxes or if they are deployed to an area where it is difficult to receive mail. Print advertisers have their ad automatically linked to their corporate web address.

For more information on special advertising options and rates in the new online version of the *Marine Corps Gazette*, please see the media planner for the *Marine Corps Gazette* electronic edition.

## Monthly Advertising Rates and Specifications

Marine Corps Gazette Web Advertising 2010

Units	Maximum Initial	Recommended	One	Six	Twelve
	download file	Animation Length	month	months	months
300 x 250 -- (Medium Rectangle)	40k	:15	\$400	\$360	\$325
250 x 250 -- (Square Pop-Up)	40k	:15	\$400	\$360	\$325
240 x 400 -- (Vertical Rectangle)	40k	:15	\$460	\$415	\$390
336 x 280 -- (Large Rectangle)	40k	:15	\$460	\$415	\$390
250 x 250 -- (Square)	40k	:15	\$350	\$325	\$300
300 x 100 -- (3:1 Rectangle)	40k	:15	\$325	\$300	\$275
468 x 60 -- (Full Banner)	40k	:15	\$600	\$550	\$500
234 x 60 -- (Half Banner)	30k	:15	\$500	\$450	\$400
120 x 240 -- (Vertical Button)	30k	:15	\$400	\$375	\$350
125 x 125 -- (Square Button)	30k	:15	\$300	\$275	\$250
728 x 90 -- (Leaderboard)	40k	:15	\$800	\$700	\$600
160 x 600 -- (Wide Skyscraper)	40k	:15	\$800	\$750	\$700
Poll Sponsor			\$600	\$550	\$500

All dimensions are in pixels and :15 animation includes multiple loops

Each month an announcement e-mail is sent to our opt-in subscribers who wish to be notified when each issue becomes available. This e-mail sponsorship is available for \$1,100. This also includes on "blow-in card" inside the issue which will be viewed when the magazine is opened by the readers. Approximately 40,000 are e-mailed each month.

The Marine Corps Association is the publisher of Leatherneck and the Marine Corps Gazette. Acceptance of advertising is subject to publisher's approval. Responsibility is borne by the advertiser and their agency.

Sales Office: Scott Dinkel, 634 77<sup>th</sup> Street, Brooklyn, NY 11209, 718.715.1361 [s.dinkel@mca-marines.org](mailto:s.dinkel@mca-marines.org)

Production: Margot Cornelius, 715 Broadway St., Quantico, VA 22134 703-640-0106 [m.cornelius@mca-marines.org](mailto:m.cornelius@mca-marines.org)

**Marine Corps Gazette**

On-line Insertion Order Form

Contact Name \_\_\_\_\_ Telephone \_\_\_\_\_

Advertiser \_\_\_\_\_ e-mail \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St. \_\_\_\_\_ Zip \_\_\_\_\_

Please circle the type of ad you wish to run:

Marine Corps Gazette Web Advertising 2010

Units	Maximum Initial	Recommended	One	Six	Twelve
	download file	Animation Length	month	months	months
300 x 250 -- (Medium Rectangle)	40k	:15	\$400	\$360	\$325
250 x 250 -- (Square Pop-Up)	40k	:15	\$400	\$360	\$325
240 x 400 -- (Vertical Rectangle)	40k	:15	\$460	\$415	\$390
336 x 280 -- (Large Rectangle)	40k	:15	\$460	\$415	\$390
250 x 250 -- (Square)	40k	:15	\$350	\$325	\$300
300 x 100 -- (3:1 Rectangle)	40k	:15	\$325	\$300	\$275
468 x 60 -- (Full Banner)	40k	:15	\$600	\$550	\$500
234 x 60 -- (Half Banner)	30k	:15	\$500	\$450	\$400
120 x 240 -- (Vertical Button)	30k	:15	\$400	\$375	\$350
125 x 125 -- (Square Button)	30k	:15	\$300	\$275	\$250
728 x 90 -- (Leaderboard)	40k	:15	\$800	\$700	\$600
160 x 600 -- (Wide Skyscraper)	40k	:15	\$800	\$750	\$700
Poll Sponsor			\$600	\$550	\$500
All dimensions are in pixels and :15 animation includes multiple loops					

**Months to run:** Jan\_\_ Feb\_\_ Mar\_\_ Apr\_\_ May\_\_ Jun\_\_ Jul\_\_ Aug\_\_ Sep\_\_ Oct\_\_ Nov\_\_ Dec\_\_

Discount(6+ time advertisers in the Marine Corps Gazette) \_\_% Total \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

[s.dinkel@mca-marines.org](mailto:s.dinkel@mca-marines.org) 718-715-1361-O 718-238-8901-F 917-838-9602-C

