

# 2010 MEDIA PLANNER



Published by the  
**Marine Corps Association**  
 Box 1775, Quantico, VA 22134

Also publisher of  
**Leatherneck**  
 Magazine of the Marines

### MAILING INSTRUCTIONS

All contracts, insertion orders, inquiries, negatives, scotch prints, original mechanicals, or camera-ready art, etc. to:  
*Marine Corps Gazette* Advertising Department

#### Regular Mailing Address:

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Rate Card #94

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### ADVERTISING SPACE RESERVATION FOR THE MARINE CORPS GAZETTE

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone Number \_\_\_\_\_

Authorized by \_\_\_\_\_

Ad size \_\_\_\_\_

Color \_\_\_\_\_

Gross rate \_\_\_\_\_

Discount \_\_\_\_\_

Net \_\_\_\_\_

Please circle month(s) desired

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

SPECIAL INSTRUCTIONS:

### STANDARD UNIT SIZES

	Width	Depth
One page .....	7 1/4" x	10"
Two-thirds page .....	4 3/4" x	10"
One-half page - horizontal.....	7 1/4" x	4 7/8"
One-third page - square.....	4 3/4" x	4 7/8"
One-third page - vertical.....	2 1/4" x	10"
One-sixth page - vertical .....	2 1/4" x	4 7/8"
One-sixth page - horizontal.....	4 3/4" x	3 1/4"

### GENERAL INFORMATION AND MATERIAL REQUIREMENTS:

**Trim size:** 8" x 10 7/8"

**Bleed size:** 8 1/4" x 11 1/8" Leave at least 1/8" beyond the trim size of the head, face, and foot of the document. Objects not intended to bleed must be kept within the "live area." *Ads that do not meet specified dimensions may be modified to fit.*

**Live area:** 7 1/4" x 10" **Line screen:** 150

**Method of printing:** Web offset, four-color process

**Method of binding:** Saddle stitched

**Printed and furnished inserts/outserts:** Pieces supplied must include 3% spoilage. Printer will need to review based on postal regulations. If the piece is four pages and the full size of the publication, allow 1/8" head, foot, face trim and a 3/8" binding flap at the face on pages 3 and 4. The binding flap will be on the high folio (pages 3 and 4) due to each publication being jogged to the head. Less than full size will need to be reviewed based on request to tip or to bind in. All outserts in a polybag will need to be reviewed for placement in the bag based on comailing operations and postal regulations for periodicals-class mail. (Consult the Advertising Director, G. Scott Dinkel, for printer reviews.)

#### DIGITAL ADS:

**Accepted file formats:** PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts).

**PDFs:** Preferred format. Adobe InDesign users, flatten all layers and set compatibility to version 1.3 in the settings.

**Resolution:** 300 or higher.

**Color:** Files must be saved as CMYK (no RGB or spot colors). Do not embed color profiles.

**Black and white:** Grayscale or line art files are accepted. Convert all type to vector outlines or embed fonts. Line art should be between 800 to 1200 resolution.

**E-mail attachments:** Due to file corruption and virus risk, ads sent as e-mail attachments are not encouraged.

**Ink density:** Must not exceed 300 percent.

**PROOFS:** To ensure accuracy, a proof at 100% is necessary for all submissions. The quality of the published ad may be a reflection of the quality of the proof received. Color reproduction is not guaranteed without a SWOP-calibrated color proof. Include trim and registration marks.

**DEADLINES:** Ads requiring typesetting must be received by the 25th of the month. Print-ready material is due by the last business day of the month. Material is destroyed 12 months after use unless otherwise instructed.

All material produced by *Marine Corps Gazette* becomes property of *Marine Corps Gazette*.

**WEBSITE:** [www.mca-marines.org/gazette/advertising.asp](http://www.mca-marines.org/gazette/advertising.asp)

## CIRCULATION

Circulation is directed to 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.

Total Circulation ..... 28,559  
 Total Subscription and Newsstand ..... 28,014  
 Complimentary ..... 545

Circulation is reviewed semiannually and authenticated by the publisher.

## EDITORIAL PROFILE

The *Marine Corps Gazette* has been the professional journal for U. S. Marines since 1916. It is primarily written by and for Marines covering all aspects of Marine Corps activity with the mission “to provide a forum for the exchange of ideas that will advance knowledge, interest and esprit in the Marine Corps.” Every edition now has a Marine air-ground task force (MAGTF) focus. There is something in every issue of the *Gazette* for the readers no matter what element of the MAGTF they are in, whether they are active, Reserve, retired, or a former member of the Corps.

## 2010 ADVERTISING SCHEDULE

Issue	On Sale Date	Space Reservation	Material Due
Jan*	Dec 24	Nov 20	Nov 26
Feb**	Jan 25	Dec 21	Dec 28
Mar	Feb 24	Jan 20	Jan 25
Apr*	Mar 24	Feb 19	Feb 25
May^^	Apr 23	Mar 19	Mar 25
Jun	May 24	Apr 20	Apr 26
Jul	Jun 23	May 20	May 25
Aug	Jul 24	Jun 21	Jun 25
Sep+	Aug 23	Jul 20	Jul 26
Oct*	Sep 24	Aug 20	Aug 25
Nov++	Oct 25	Sep 20	Sep 24
Dec	Nov 23	Oct 20	Oct 25

\*Bonus distribution at Marine West in January, Marine South in April and Modern Day Marine in October.

\*\*Logistics

^^Marine Corps Aviation

+Science, technology and simulation

++Marine Corps History and Esprit de Corps

**Cancellation Policy:** No cancellations will be accepted after the closing date for camera-ready mechanicals. Cancellations and changes must be confirmed by the publisher before considered final. The publisher reserves the right to accept or reject any advertising at his absolute discretion.

**Commission:** 15 percent commission will be given to recognized agencies if invoices are paid within 30 days of the billing date.

## GENERAL ADVERTISING RATES

### Black and White

**Space ..... 1 Time ..... 4 Times ..... 6 Times ..... 12 Times**  
 One Page ..... \$3,325 ..... \$3,155 ..... \$2,990 ..... \$2,550  
 2/3 Page ..... 2,070 ..... 1,975 ..... 1,870 ..... 1,665  
 1/2 Page ..... 1,820 ..... 1,725 ..... 1,640 ..... 1,455  
 1/3 Page ..... 1,250 ..... 1,180 ..... 1,125 ..... 1,000  
 1/6 Page ..... 710 ..... 675 ..... 635 ..... 565

### Inside Color—Black Plus One Color

One Page ..... \$4,200 ..... \$3,995 ..... \$3,780 ..... \$3,365  
 2/3 Page ..... 2,740 ..... 2,595 ..... 2,470 ..... 2,195  
 1/2 Page ..... 2,275 ..... 2,160 ..... 2,045 ..... 1,820  
 1/3 Page ..... 1,815 ..... 1,730 ..... 1,635 ..... 1,350  
 1/6 Page ..... 1,465 ..... 1,395 ..... 1,320 ..... 1,170

### Inside—Four Color Process

One Page ..... \$5,390 ..... \$5,120 ..... \$4,850 ..... \$4,315  
 2/3 Page ..... 3,275 ..... 3,110 ..... 2,950 ..... 2,617  
 1/2 Page ..... 2,470 ..... 2,340 ..... 2,220 ..... 2,130  
 1/3 Page ..... 2,195 ..... 2,080 ..... 1,975 ..... 1,755

### Covers—Four Color Process

2nd and  
 3rd Cover ..... \$6,340 ..... \$6,020 ..... \$5,700 ..... \$5,065  
 4th Cover ..... 6,625 ..... 6,300 ..... 5,965 ..... 5,300

## WEB ADVERTISING RATES

Please visit our website at [www.mca-marines.org/gazette](http://www.mca-marines.org/gazette).