

2011 Leatherneck Online Media Planner



Profile:

www.mca-marines.org/leatherneck by *Leatherneck*, Magazine of the Marines, is designed to inform and entertain all Marines—active-duty, Reserve, retired and Marine veterans of all ranks, as well as their families. There is no cost or registration to access this site.

It presents: **Front page** Headlines with the **Corps Daily News**, Marine Corps news from all over the world; **Current Issue highlights** and free stories from the magazine; **Multimedia features** with video and audio; **Noteworthy Marine Corps News**; **Marine Corps Events**, a **Site Map** and **Links** with official USMC sites and Marine-related organizations.

News is updated daily and Special pod-casts are updated regularly.

Traffic/Usage

The **Leatherneck Online** site has doubled in unique visits in 2010 averaging over 14,000 unique visitors, And an increase in time spent and page views to an average of over 40,000 per month.

Ad Placement:

Online ads may be fixed on the Home page or rotated through the site.

Discounts: 10% discount to 6X or greater print advertisers in *Leatherneck* magazine. All other rates are net.

Leatherneck Online advertising materials should be sent to: s.dinkel@mca-marines.org and m.cornelius@mca-marines.org.

Leatherneck Online Monthly Advertising Rates/Specifications

Rates effective January 1, 2011

2011 Leatherneck Web Advertising					
Units	Maximum Initial	Recommended	One	Six	Twelve
	download file	Animation Length	month	months	months
728 x 90 -- (Leaderboard) Top	40k	:15	\$1,000	\$900	\$800
468 x 60 -- (Full Banner)Middle	40k	:15	\$850	\$775	\$700
300 x 250 -- (Medium Rectangle)	40k	:15	\$450	\$400	\$375
RH Navigation					
250 x 250 -- (Square Rectangle)	40k	:15	\$400	\$350	\$300
Bottom					
Poll Sponsor			\$850	\$775	\$700
Any exclusive Home Page is 3X the monthly rate					

Weekend Extra Sponsorship: On Saturdays and Sundays, Leatherneck has special editorial offerings. You can choose to sponsor the Leatherneck Weekend Extra with a leaderboard and an expandable box. This is available only on a monthly basis for \$400.

Electronic Magazine Edition

Great opportunities abound with the new online edition of **Leatherneck, Magazine of the Marines** each month. Please see the **Leatherneck**, online edition media planner for special advertising options and rates.

Announcement E-mail

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

Sales Office:
 Scott Dinkel
 634 77th Street
 Brooklyn, NY 11209
 s.dinkel@mca-marines.org
 Telephone: (718) 715-1361
 Fax: (718) 238-8901

Production & Editorial Offices:
Mailing Address: *Leatherneck*
 Margot Cornelius
 P. O. Box 1775
 Quantico, VA 22134
 m.cornelius@mca-marines.org
Overnight Mail Address: *Leatherneck*
 Margot Cornelius
 715 Broadway Street
 Quantico, VA 22134
 800-336-0291

Web site: www.mca-marines.org/leatherneck

Leatherneck

On-line Insertion Order Form

Contact Name _____ Tel. _____

Advertiser _____ E-Mail _____

Address _____ City _____ St. _____ Zip _____

Please run our Web advertisement on the *Leatherneck* Web site:

2011 Leatherneck Web Advertising

Units	Maximum Initial download file	Recommended Animation Length	One month	Six months	Twelve months
728 x 90 -- (Leaderboard) Top	40k	:15	\$1,000	\$900	\$800
468 x 60 -- (Full Banner)Middle	40k	:15	\$850	\$775	\$700
300 x 250 -- (Medium Rectangle) RH Navigation	40k	:15	\$450	\$400	\$375
250 x 250 -- (Square Rectangle) Bottom	40k	:15	\$400	\$350	\$300
Poll Sponsor			\$850	\$775	\$700

Any exclusive Home Page is 3X
the monthly rate

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__

TOTAL \$ _____ All rates are net

Authorizing Signature _____ Title _____ Date _____

634 77th Street, Brooklyn, NY 11209 • Tel: (718) 715-1361 • FAX: (718) 238-8901
E-Mail: s.dinkel@mca-marines.org Web site: www.mca-marines.org/leatherneck