

Leatherneck Online Media Planner 2012



Traffic/Usage

The **Leatherneck Online** site has increased dramatically in unique visits in 2011 averaging over 17,000 unique Visitors. This is an increase of 21% over 2010.

Page views grew to an average of over 48,000 per month. This is an increase of 20% from 2010.

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.

Ad Placement:

Online ads may be fixed on the Home page or rotated through the site. Fixed ad placement opportunities are:

Front Page Sound Off Headline News Photo of the Month
Current *Leatherneck* Issue Current Issue Cover Trivia Challenge
Frequently Asked Questions *Leatherneck* Bulletin Board Site Map
Leatherneck Laffs Links (USMC & Related Organizations)

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: <ftp://65.213.232.220/leatherneck>. Contact Scott Dinkel for login information.

Leatherneck Online Monthly Advertising Rates/Specifications

Rates effective January 1, 2012

Leatherneck Web Advertising 2012					
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)	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					

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-mails

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 42,000 are emailed each month.

Retail emails are sent twice a month and reach over 80,000 addresses. This sponsorship is available for \$2,000 per mailing

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:

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Production & Editorial Offices:

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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:

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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