

2012 Marine Corps Gazette Web Media Planner



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

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

Marine Corps Gazette Web Site

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.

You will also find web only features that you will not find in the print version of the *Marine Corps Gazette*. And 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 16,000 unique visitors a month and over 38,000 page views. This is a 33% increase in visitors and 26% increase in page views from 2011.

Marine Corps Gazette Electronic Edition

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 ads automatically linked to their corporate web address.

You can even enhance your ad in the electronic edition with video and sound to increase the marketing efforts you have put forth. Entire issue sponsorship is even available. For more information on special advertising options and rates for the electronic edition please see the media planner at www.mca-marines.org/gazette/advertising.asp.

2012 Advertising Rates and Specifications

Unit Size	Maximum Initial Download File	Recommended Animation Length	Months		
			One	Six	Twelve
728 x 90 --(Leaderboard) Top	40K	:15	\$950	\$850	\$800
468 x 60--(Full Banner) Middle	40K	:15	\$600	\$550	\$500
300 x 250--(Medium Rectangle)	40K	:15	\$400	\$360	\$325
250 x 250-- (Square) Bottom	40K		\$350	\$325	\$300
Poll Sponsor			\$600	\$550	\$500
Any exclusive Home Page is 3x the regular monthly rate					

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

Each month an announcement email is sent to our opt-in subscribers who wish to be notified when each issue becomes available. This email sponsorship is available for \$1,100. There are approximately 42,000 email announcements delivered every month.

A retail email blast is also available for \$2000 per mailing and is distributed to approximately 82,000 names.

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 77th Street, Brooklyn, NY 11209, 718-715-1361 s.dinkel@mca-marines.org

Production Office: Margot Cornelius, 715 Broadway, Quantico, VA 22134, 703-640-0106 m.cornelius@mca-marines.org

2012 Marine Corps Gazette On-line Insertion Order Form

Contact Name _____ Telephone _____

Advertiser _____ email _____

Address _____ City _____ State _____ Zip _____

Unit Size	Maximum Initial Download File	Recommended Animation Length	Months		
			One	Six	Twelve
728 x 90 --(Leaderboard) Top	40K	:15	\$950	\$850	\$800
468 x 60--(Full Banner) Middle	40K	:15	\$600	\$550	\$500
300 x 250--(Medium Rectangle)	40K	:15	\$400	\$360	\$325
250 x 250-- (Square) Bottom	40K		\$350	\$325	\$300
Poll Sponsor			\$600	\$550	\$500
Any exclusive Home Page is 3x the regular monthly rate					

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

Discount(6x + advertisers in the *Marine Corps Gazette*) _____ % Total _____

Authorized Signature _____ Title _____ Date _____

Marine Corps Gazette, Scott Dinkel, Advertising Director, s.dinkel@mca-marines.org

Office 781-715-1361, Fax 718-238-8901, Cell 917-838-9602