

**ADVERTISING SPECIFICATIONS**

**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:** Perfect Bound

**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).

**Resolution:** 300 or higher.

**Color:** Files must be saved as CMYK. Do not use RGB, spot colors or metallic 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.

**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*.

**SPECIAL INSTRUCTIONS:**

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec  
 Please circle month(s) desired

Ad size \_\_\_\_\_ Color \_\_\_\_\_ Gross rate \_\_\_\_\_ Discount \_\_\_\_\_ Net \_\_\_\_\_  
 Authorized by \_\_\_\_\_ Date \_\_\_\_\_  
 Phone Number \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Company Name \_\_\_\_\_

**ADVERTISING SPACE RESERVATION FOR THE MARINE CORPS GAZETTE**



**2012 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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**Overnight and Express Delivery:**

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*Marine Corps Gazette*  
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## 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 Paid ..... 28,241  
 Non-Paid (Qualified) ..... 413  
 Total Circulation ..... 28,654

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.

## 2012 MARINE CORPS GAZETTE PUBLISHING SCHEDULE

Issue	On Sale Date	Space Reservation	Material Due
Jan*	Dec 23	Nov 21	Nov 28
Feb	Jan 24	Dec 20	Dec 27
Mar**	Feb 25	Jan 20	Jan 25
Apr*++	Mar 24	Feb 20	Feb 24
May^^	Apr 22	Mar 20	Mar 26
Jun	May 23	Apr 20	Apr 25
Jul	Jun 24	May 21	May 25
Aug	Jul 22	Jun 20	Jun 24
Sep^	Aug 22	Jul 20	Jul 25
Oct*	Sep 23	Aug 20	Aug 24
Nov#	Oct 21	Sep 22	Sep 25
Dec	Nov 22	Oct 22	Oct 25

\*Bonus distribution at Marine West (Jan), Marine South (Apr) and Modern Day Marine (Oct).

\*\*Training

++ Science and Technology

^^100th Anniversary of Marine Corps Aviation

^Logistics

#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.

All ads will appear in the digital edition and your ad is interactive with hotlinks to your web site. You can add audio, video or flash to editorial articles and/or your ads. Pop-up blockers do not interfere and no software installation is needed. Learn more by visiting our digital edition media kit at [www.mca-marines.org/gazette-digital-media-kit](http://www.mca-marines.org/gazette-digital-media-kit).

## GENERAL ADVERTISING RATES

Space ..... 1 Time..... 4 Times ..... 6 Times..... 12 Times

### Black and White

Full Page ..... \$3,425.....\$3,250 ..... \$3,080.....\$2,626  
 2/3 Page ..... 2,132.....2,034 ..... 1,926.....1,715  
 1/2 Page ..... 1,875.....1,777 ..... 1,689.....1,499  
 1/3 Page ..... 1,288.....1,215 ..... 1,159.....1,030  
 1/6 Page ..... 731.....695 ..... 654.....582

### Black and White Plus One Spot Color

Full Page ..... \$4,326.....\$4,115 ..... \$3,893.....\$3,466  
 2/3 Page ..... 2,822.....2,673 ..... 2,544.....2,261  
 1/2 Page ..... 2,343.....2,225 ..... 2,106.....1,875  
 1/3 Page ..... 1,869.....1,782 ..... 1,684.....1,390  
 1/6 Page ..... 1,509.....1,437 ..... 1,360.....1,205

### Four Color

Full Page ..... \$5,551.....\$5,273 ..... \$4,850.....\$4,440  
 2/3 Page ..... 3,373.....3,203 ..... 3,038.....2,695  
 1/2 Page ..... 2,544.....2,410 ..... 2,287.....2,194  
 1/3 Page ..... 2,260.....2,142 ..... 2,034.....1,808

### Covers

2nd and  
 3rd Cover..... \$6,530.....\$6,200 ..... \$5,871.....\$5,217  
 4th Cover..... 6,824.....6,489 ..... 6,144.....5,459

## WEB ADVERTISING RATES

Please visit our website at [www.mca-marines.org/gazette](http://www.mca-marines.org/gazette) and for enhanced media in the digital editions please visit [www.mca-marines.org/gazette-digital-media-kit](http://www.mca-marines.org/gazette-digital-media-kit).