

ADVERTISING SPECIFICATIONS

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 document. Include trim and registration marks.

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 percent 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 bind in. All outserts in a polybag will need to be reviewed for placement in the bag based on co-mailing operations and postal regulations for periodicals-class mail.

(Consult the Advertising Representative, G. Scott Dinkel, for printer reviews.)

DIGITAL ADS: Accepted file formats: PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts). Include trim and registration marks. **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 percent 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 *Leatherneck* becomes the property of *Leatherneck*.

WEB SITE: www.mca-marines.org/Leatherneck/advertising.asp

STANDARD UNIT SIZES

	Width	Depth
Two page	15 1/4"	x 10"
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-half page - vertical	4 3/4"	x 6 1/2"
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"
One-twelfth page	2 1/4"	x 2 5/16"
One-twenty-fourth page	2 1/4"	x 1"

The Marine Corps Association is the publisher of *Leatherneck* and the *Marine Corps Gazette*. Acceptance of advertising is subject to the publisher's approval. Responsibility for content is borne by the advertiser and the agency. Circulation is reviewed semiannually and is authenticated by the publisher.

Advertising Sales

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

Richard Guillopo
634 77th Street
Brooklyn, NY 11209
(718) 576-1286
FAX: (718) 238-8901
r.guillopo@mca-marines.org

Editorial & Production

Mailing Address:
Leatherneck Magazine
Marine Corps Association
P.O. Box 1775
Quantico, VA 22134-0775
(800) 336-0291

Overnite Mail Address:
Leatherneck Magazine
Marine Corps Association
Bldg. 715, Marine Corps Base
Quantico, VA 22134-0775



Marine Corps Association
The Professional Association for All Marines



2012

MAGAZINE OF THE MARINES

Leatherneck

2012 PRINT MEDIA PLANNER

LEATHERNECK MAGAZINE

BACKGROUND

Leatherneck, Magazine of the Marines, has been in print continuously since 1917 and is published by the Marine Corps Association at Quantico, Va. *Leatherneck* has more feature articles than any other Marine-oriented magazine on the market today. Paid circulation is the largest of any Marine magazine.

CIRCULATION

73,941 – Paid Subscriptions
 3,144 – Single Copy Sales
 77,085 – Total Paid Circulation
 503 – Congress and DoD
 77,588 – Total Monthly Circulation
 3.8 – Readers Per Copy
 294,834 – Total Monthly Readership

AUDIENCE

Leatherneck readers include active-duty, Reserve and retired Marines, Marine veterans, family and friends of Marines. In addition, *Leatherneck* is circulated among the leadership at Headquarters, U.S. Marine Corps; the Department of the Navy; the Department of Defense; appropriate Congressional committees; Marine veterans in Congress and private industry.

EDITORIAL CONTENT

Leatherneck is a general-interest, monthly magazine. It covers the Marine Corps of yesterday, today and tomorrow, including news and feature stories on individual Marines and units, where they serve, what they do, the training they receive, the equipment they use and the battles they fought. Its purpose is to inform, entertain and educate Marines of all ranks and ages, as well as those who are simply interested in the world's-finest fighting force.

2012 ADVERTISING SCHEDULE & EDITORIAL CALENDAR

2012 Issue Date	Space Reservation Date	Materials Due Date	On Sale Date	Editorial Emphasis
Jan*	Nov 28, 2011	Nov 30, 2011	Dec 24, 2011	
Feb	Dec 23, 2011	Dec 30, 2011	Jan 24, 2012	
Mar	Jan 25, 2012	Jan 31, 2012	Feb 23	
Apr*	Feb 24	Feb 29	Mar 24	Weapons, Apparel & Equipment
May	Mar 26	Mar 30	Apr 22	100th Anniversary MC Aviation
Jun	Apr 25	Apr 30	May 23	
Jul	May 25	May 31	Jun 23	
Aug	June 25	Jun 29	Jul 22	
Sep	July 25	Jul 31	Aug 22	Technology & New Gear
Oct*	Aug 27	Aug 31	Sep 23	
Nov	Sept 25	Sep 28	Oct 24	237th Marine Corps Anniversary
Dec	Oct 25	Oct 31	Nov 23	

*Bonus distribution at Marine West, Marine South and Modern Day Marine.

ADVERTISING RATES

BLACK & WHITE	1-Time	3-Times	6-Times	12-Times
Spread	\$5,900	\$5,600	\$5,300	\$5,015
Full Page	2,990	2,840	2,690	2,540
2/3 Page	2,145	2,040	1,930	1,820
1/2 Page	1,675	1,590	1,505	1,425
1/3 Page	1,130	1,075	1,015	960
1/6 Page	625	595	560	530
1/12 Page	450	430	400	380
1/24 Page	280	265	250	235

INSIDE — BLACK + ONE COLOR

Full Page	\$3,375	\$3,205	\$3,035	\$2,870
2/3 Page	2,530	2,405	2,275	2,150
1/2 Page	2,060	1,960	1,855	1,750
1/3 Page	1,255	1,190	1,130	1,065
1/6 Page	1,015	965	915	865

INSIDE — 4-COLOR PROCESS

Spread	\$9,055	\$8,600	\$8,150	\$7,700
Full Page	5,030	4,780	4,530	4,275
2/3 Page	2,870	2,725	2,585	2,440
1/2 Page	2,340	2,225	2,105	1,990
1/3 Page	1,800	1,710	1,620	1,530
1/6 Page	1,300	1,235	1,170	1,105

COVERS

Covers 2 and 3	5,740	5,450	5,160	4,880
Cover 4	6,100	5,825	5,460	5,210

There is no charge for bleed. Please contact Scott Dinkel for Gatefolds, Cover Wraps, Polybags or any special opportunities.

NONPRINT-READY MATERIAL Any copy that needs to be typeset or nonprint-ready art must be submitted when the space reservations are made and must be received by the 25th of the month.

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/leatherneck-digital-media-kit

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