Once an American earns the right to be called Leatherneck, they become lifetime members in the rich history of the U.S. Marines, America’s finest fighting force.

Leatherneck: n. a U.S. Marine

There are no ex-Marines.

Leatherneck
The Magazine of the Marines
serves active, retired, reserve and veteran Marines. Started by Leathernecks in 1917, the magazine informs, entertains and educates the global community of Marines and their families.
Published by the Marine Corps Association & Foundation, Leatherneck delivers news and features on units, training and equipment; provides information on programs, policies and services for those who served; and remembers the battles fought.

FEATURES

Each month, Leatherneck looks at the issues important to Marines and Marine life, including: active units, equipment and training, maintaining precision and perfection in the Corps., the history of warfare, services for Marines and their families, and commemorating fallen Marines.

DEPARTMENTS

Sound Off & Reunions: Letters to the Editor
In Every Clime and Place: Operations & Training
Sea Stories: Marines sharing tales of service
Leatherneck Laffs: Humor
We—the Marines: Bases, stations & veteran news
Book Review: The MARINE Shop's recommended reading
In Memoriam
Passing the Word: Events & Family News
Saved Round

"Once a Marine, always a Marine."
—MSgt Paul Woyshner
Total Monthly Circulation: 69,482  
Paid Subscriptions: 66,795  
Single Copy Sales: 1,910 
Total Paid: 68,705  
Congress and DoD: 777  
Readers Per Copy: 3.8  
Total Monthly Readership: 264,032  

"The Marine Corps has been called the "elite" Corps of this country. I think it is the "elite" Corps of the world."  
—Adm William F. Halsey
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<td>11/23</td>
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<td>Sgt. Schulbert; 1950s Planes</td>
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<td>Feb</td>
<td>12/22</td>
<td>12/29</td>
<td>Change of Command; ANGLICO Marines</td>
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<td>Mar</td>
<td>1/25</td>
<td>1/31</td>
<td>Operation Prairie</td>
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<td>History of Tattoos</td>
<td>Marine South</td>
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<td>May</td>
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<td>Honor Flight; Quantico Anniversary</td>
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<td>Nov</td>
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<td>100th Anniversary Of Leatherneck</td>
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For those who fight for it, life has a flavor the protected never know.
—Inscription on jacket worn by a Marine machine-gunner on the DMZ, RVN, 1968
Leatherneck online is a community for Marines of all ranks—active duty, reserve, retired and Marine veterans, and their families.

18,035 Avg. Monthly Unique Visitors
33,700 Monthly Page Views

SECTIONS INCLUDE

• Global Marine Corps News
• Current Issue highlights
• Multimedia features, video and audio
• Profiles of Marines
• Marine Corps Events and links with official USMC sites and Marine-related organizations

Ad Placement: Online ads may be fixed on the Homepage or rotated through the site.

Discounts: Leatherneck magazine advertisers receive a 10% discount on online units with 3 paid pages.
There is no charge for bleed. Please contact your sales rep for Gatefolds, Cover Wraps, Polybags or any special opportunities.

Nonprint-Ready Material: Any copy that needs to be typeset, as well as non-print-ready art, must by submitted when the space reservations are made and must be received by the 25th of the month.

Cancellation Policy: The publisher reserves the right to accept or reject any advertising at their 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.

Commission: 15 percent commission will be given to recognized agencies if invoices are paid with 30 days of the billing date.
GENERAL INFORMATION

TRIM SIZE: **8” X 10.875”**

Bleed Size: 8.25” x 11.125”. 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: 7.25” 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 more than full size and the full size of the page, 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.

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 (no RGB or spot 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.

Ink Density: Must not exceed 300 percent.

PROOFS

For 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

Print-ready ads and ads requiring typesetting must be received by the 25th of the month. Material is destroyed 12 months after use unless otherwise instructed. All material produced by Leatherneck becomes the property of Leatherneck.

WEBSITE

http://www.mca-marines.org/leatherneck/advertising

ONLINE ADS

Units: 728x90 (Top Leaderboard); 160x60 (Skyscraper); 300x250 (Rectangle).

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

MAILING INSTRUCTIONS

All contracts, insertion orders, inquiries, negatives, scotch prints, original mechanicals, or camera-ready art, etc. to: Leatherneck Advertising Dept.

Please Send PRINT Ad Materials to:  
Jason Monroe, Art Director  
Email: j.monroe@mca-marines.org

Please Send ONLINE Ad Materials to:  
Margot Cornelius  
Email: m.cornelius@mca-marines.org

Mailing Address:  
Leatherneck Magazine  
715 Broadway St.  
Marine Corps Base  
Quantico, VA 22134-0775  
Attn: Jason Monroe, Art Director  
800-336-0291 ext. 148