

ADVERTISING SPECIFICATIONS & PRICING

AD SPACE	WIDTH	HEIGHT	1X	3X	6X	9X	Almanac
Covers (4-color)							
Cover 2 (Inside Front)*	8.375"	11"	\$10,835	\$10,035	\$9,740	\$9,440	\$13,375
Cover 3 (Inside Back)*	8.375"	11"	\$9,640	\$8,930	\$8,670	\$8,475	\$11,090
Cover 4 (Back)*	8.375"	11"	\$10,860	\$10,055	\$9,760	\$9,465	\$14,755
Interior (4-color)							
2 page Spread, bleed*	16.5"	11"	\$15,470	\$14,265	\$13,850	\$13,500	\$19,050
1 page, bleed*	8.375"	11"	\$7,950	\$7,340	\$7,125	\$6,950	\$9,790
1 page, non-bleed	6.875"	10"	\$7,950	\$7,340	\$7,125	\$6,950	\$9,790
2/3 page	4.5"	10"	\$6,375	\$6,105	\$5,850	\$5,795	\$7,835
1/2 page, vertical	3.3125"	10"	\$5,500	\$5,230	\$5,015	\$4,960	\$6,805
1/2 page, horizontal	6.875"	5"	\$5,500	\$5,230	\$5,015	\$4,960	\$6,805
1/2 page, island	4.5"	7"	\$5,500	\$5,230	\$5,015	\$4,960	\$6,805
1/2 page spread	15"	5"	\$5,500	\$5,230	\$5,015	\$4,960	\$6,805
1/3 page, vertical	2.125"	10"	\$4,480	\$4,210	\$4,065	\$4,065	-
1/3 page, square	4.5"	5"	\$4,480	\$4,210	\$4,065	\$4,065	-
1/4 page	3.3125"	5"	\$3,740	\$3,590	\$3,520	\$3,430	-

* Sizes for bleed ads include 1/8 inch on each side beyond the page trim.

Digital - Advertise on www.seapowermagazine.org, visited by 40,000 readers each month

AD SPACE	WIDTH	HEIGHT	1 month	3 months	6 months	9 months	12 months
Top Banner	728 px	90 px	\$2,720	\$2,585	\$2,550	\$2,375	\$2,300
Tower Ad	160 px	600 px	\$2,635	\$2,500	\$2,375	\$2,300	\$2,240
Rectangular Box	390 px	185 px	\$2,105	\$2,000	\$1,900	\$1,830	\$1,790

New in 2019 | *eNewsletter - Weekly publication that reaches 20,000 subscribers*

AD SPACE	WIDTH	HEIGHT	1 month	3 months	6 months	9 months	12 months
Banner Ad	650 px	80 px	\$1,850	\$1,760	\$1,670	\$1,610	\$1,570

Note: In 2018, the Seapower eNewsletter will not publish on Jan. 2 or Dec. 25.

May 8 edition will have extra distribution to Sea-Air-Space attendees. No discounts are available for this edition.

FILE FORMAT

Printed ads must be high-resolution (300 dpi) Adobe PDFs. Digital ads must be saved as static JPGs or GIFs with a resolution no lower than 72 dpi at actual size. Please send all digital ads to seapowerads@navyleague.org.

ADVERTISING POLICIES

Cancellations: Ad page cancellations can be accepted 7 days prior to the space close date. Covers may be canceled with 60 days' notice before closing date of issue.

Agency Commission: 15% of gross billing allowed to recognized agencies provided account is paid 30 days from invoice date.

Billing: Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser will accept responsibility for payment if the agency does not remit within 90 days.

Copy and Contract Regulations: Advertisers and advertising agencies assume liability for all content (including text, representation, illustrations, maps, labels, trademarks and other copyrighted matter) of advertisements printed, and also assume responsibility for any claims made against the publisher. All advertising is subject to publisher's approval. Publisher retains the right to reject copy and images not suitable to policy.

Special printing opportunities available. Please contact your sales rep for rates, specs and deadlines. NOTE: All ads will be placed run of book.

Special positioning rate: \$400 per ad per issue (excluding covers).

Seapower's Almanac edition is a 1X rate and will not count toward the frequency discount.

All rates are gross. Digital and eNewsletter ads do not count toward print frequency.

Exclusivity: Up to three digital ads can rotate in any one position on seapowermagazine.org. Exclusivity can be purchased for \$1,000 additional per month in any month except May. Please contact your sales rep for dimensions and deadlines.