Seapower is the premier news magazine that covers the U.S. sea services — the U.S. Navy, Marine Corps, Coast Guard and U.S.-flag Merchant Marine. The official publication of the Navy League of the United States, Seapower articles cover a wide range of topics, including national defense; foreign policy; naval affairs; commercial maritime issues; homeland security; and defense research, development and procurement.

Advertisers have four options when buying an ad with Seapower, and buyers that take advantage of multiple categories have the opportunity to save:

1. **Seapower print edition**, published 10/year, including the Seapower Almanac issue in January
2. **SeapowerMagazine.org**, Seapower’s daily news vehicle, which includes opportunities for geotargeted ads
3. **Seapower Weekly**, a digital newsletter published every Wednesday
4. **Seapower at Sea-Air-Space**, the official show daily of Sea-Air-Space 2022. Both print and digital editions will be available to all attendees.

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### 40,000 readership

**SUBSCRIBERS INCLUDE READERS FROM:**

- Pentagon (more than 500 issues provided to Pentagon leadership)
- Congress (nearly 300 issues provided to House and Senate offices)
- The White House
- Office of the Secretary of the Navy
- Navy Yard
- Fleet Forces Command
- Marine Corps Systems Command
- Naval Observatory
- Customs and Border Protection
- Naval Research Laboratory
- Department of Homeland Security
- Department of Transportation
- Federal Maritime Commission
- Defense Logistics Agency
- General Services Agency
- NASA
- Government Accountability Office

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### SEAPOWERMAGAZINE.ORG

- **120,636** page views per month
- **98,567** unique page views per month

**Average Time on Page:** 2 minutes 11 seconds

**Average Ad CTR Between:** 10% and 20%

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### SEAPOWER WEEKLY

- **28,500** subscribers
- **36.6%** open rate

(Average numbers taken from 7 emails from Oct. 1 - Nov. 2022)
# SEAPower Editorial Calendar

Includes editorial highlights, advertising deadlines and conferences where Seapower will be distributed.

| JANUARY         | Space: Nov. 25, 2022  
|-----------------|-----------------------
| Seapower Almanac| Materials: Dec. 2, 2022|

| FEBRUARY/MARCH  | Space: Jan. 19, 2023  
|-----------------|-----------------------
| Profiles in Service  
| Network-Centric Warfare and Communications | Materials: Jan. 26, 2023|

| APRIL           | Space: Feb. 20, 2023  
|-----------------|-----------------------
| Global Partnerships  
(Distributed at Sea-Air-Space 2023) | Materials: Feb. 27, 2023|

| MAY             | Space: March 31, 2023  
|-----------------|-----------------------
| ISR and Unmanned Systems | Materials: April 7, 2023|

| JUNE            | Space: April 21, 2023  
|-----------------|-----------------------
| Expeditionary Warfare | Materials: April 28, 2023|

| JULY/AUGUST     | Space: June 19, 2023  
|-----------------|-----------------------
| U.S. Coast Guard | Materials: June 26, 2023|

| SEPTEMBER      | Space: July 20, 2023  
|-----------------|-----------------------
| U.S. Marine Corps | Materials: July 27, 2023|

| OCTOBER        | Space: Aug. 21, 2023  
|-----------------|-----------------------
| Undersea and Aerial Warfare | Materials: Aug. 28, 2023|

| NOVEMBER       | Space: Sept. 21, 2023  
|-----------------|-----------------------
| Commercial Shipping/Ship Maintenance  
| Navy League Corporate Membership Directory | Materials: Sept. 28, 2023|

| DECEMBER       | Space: Oct. 20, 2023  
|-----------------|-----------------------
| The Surface Fleet | Materials: Oct. 27, 2023|
## ADVERTISING SPECIFICATIONS & PRICING

### DIGITAL ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>AD SPACE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td><strong>Top Banner</strong></td>
<td>728 px</td>
<td>90 px</td>
<td>$3,036</td>
<td>$2,896</td>
<td>$2,860</td>
<td>$2,678</td>
<td>$2,600</td>
</tr>
<tr>
<td><strong>Banner Below Every Article</strong></td>
<td>728 px</td>
<td>90 px</td>
<td>$2,828</td>
<td>$2,688</td>
<td>$2,652</td>
<td>$2,470</td>
<td>$2,392</td>
</tr>
<tr>
<td><strong>Tower Ad</strong></td>
<td>262 px</td>
<td>400 px</td>
<td>$2,635</td>
<td>$2,500</td>
<td>$2,375</td>
<td>$2,300</td>
<td>$2,240</td>
</tr>
<tr>
<td><strong>Homepage Takeover</strong></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Desktop: 600 px x 600 px</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile: 200 px x 300 px</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1X: $1,352</td>
<td>2X: $1,300</td>
<td>4X: $1,170</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Seapower Weekly</strong></td>
<td></td>
<td></td>
<td>$1,924</td>
<td>$1,780</td>
<td>$1,736</td>
<td>$1,674</td>
<td>$1,632</td>
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</table>

### PRINT ADVERTISING OPPORTUNITIES

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<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>Almanac</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seapower Magazine Covers (4-color)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 2 (Inside Front)*</td>
<td>8.375&quot;</td>
<td>11&quot;</td>
<td>$11,268</td>
<td>$10,436</td>
<td>$10,129</td>
<td>$9,817</td>
<td>$13,910</td>
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<tr>
<td>Cover 3 (Inside Back)*</td>
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<td>11&quot;</td>
<td>$10,025</td>
<td>$9,287</td>
<td>$9,016</td>
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<td>$11,533</td>
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<tr>
<td>Cover 4 (Back)*</td>
<td>8.375&quot;</td>
<td>11&quot;</td>
<td>$11,294</td>
<td>$10,457</td>
<td>$10,150</td>
<td>$9,843</td>
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</tr>
<tr>
<td><strong>Seapower Magazine Interior (4-color)</strong></td>
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<td></td>
</tr>
<tr>
<td>2 page Spread, bleed*</td>
<td>16.5&quot;</td>
<td>11&quot;</td>
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<td>$14,835</td>
<td>$14,404</td>
<td>$14,040</td>
<td>$19,812</td>
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<tr>
<td>1 page, bleed*</td>
<td>8.375&quot;</td>
<td>11&quot;</td>
<td>$8,268</td>
<td>$7,633</td>
<td>$7,410</td>
<td>$7,228</td>
<td>$10,181</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.5&quot;</td>
<td>10&quot;</td>
<td>$6,630</td>
<td>$6,349</td>
<td>$6,084</td>
<td>$6,026</td>
<td>$8,148</td>
</tr>
<tr>
<td>1/2 page, vertical</td>
<td>3.3125&quot;</td>
<td>10&quot;</td>
<td>$5,720</td>
<td>$5,439</td>
<td>$5,215</td>
<td>$5,185</td>
<td>$7,077</td>
</tr>
<tr>
<td>1/2 page, horizontal</td>
<td>6.875&quot;</td>
<td>5&quot;</td>
<td>$5,720</td>
<td>$5,439</td>
<td>$5,215</td>
<td>$5,185</td>
<td>$7,077</td>
</tr>
<tr>
<td>1/2 page, island</td>
<td>4.5&quot;</td>
<td>7&quot;</td>
<td>$5,720</td>
<td>$5,439</td>
<td>$5,215</td>
<td>$5,185</td>
<td>$7,077</td>
</tr>
<tr>
<td>1/2 page spread</td>
<td>15&quot;</td>
<td>5&quot;</td>
<td>$8,268</td>
<td>$7,633</td>
<td>$7,410</td>
<td>$7,228</td>
<td>$10,181</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>2.125&quot;</td>
<td>10&quot;</td>
<td>$4,659</td>
<td>$4,378</td>
<td>$4,227</td>
<td>$5,368</td>
<td></td>
</tr>
<tr>
<td>1/3 page, square</td>
<td>4.5&quot;</td>
<td>5&quot;</td>
<td>$4,659</td>
<td>$4,378</td>
<td>$4,227</td>
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</tr>
<tr>
<td>1/4 page</td>
<td>3.3125&quot;</td>
<td>5&quot;</td>
<td>$3,889</td>
<td>$3,733</td>
<td>$3,660</td>
<td>$3,567</td>
<td></td>
</tr>
</tbody>
</table>

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

**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 e-newsletter ads do not count toward print frequency.
SEAPOWER AT SEA-AIR-SPACE

Seapower is the official show daily publication of Sea-Air-Space, the largest maritime exhibition in North America. This special edition will be published in print and digitally on the first day, April 3. Days two and three of the exhibition will feature a new, all-digital Seapower show daily on April 4 and 5. Every edition of the show daily will be available digitally to all 15,000 in-person attendees and online registrants and Navy League members via email, and on the Seapower and Sea-Air-Space websites.

DIGITAL SEAPower AT SEA-AIR-SPACE SPONSORSHIP

Support our digital transformation and go green! Be the exclusive digital advertiser of Seapower at Sea-Air-Space by sponsoring the all-digital publication and distribution of the show daily for days 2 and 3. This $50,000 per day opportunity ensures your brand is seen by every Sea-Air-Space attendee, Seapower subscriber, and website visitor for our all-digital show daily on days 2 and 3 of Sea-Air-Space. Sponsorship includes 2 page spread with imbedded video capabilities and prominent front page sponsorship branding.

SEAPower is the official show daily publication of Sea-Air-Space, the largest maritime exhibition in North America. This special edition will be published in print and digitally on the first day, April 3. Days two and three of the exhibition will feature a new, all-digital Seapower show daily on April 4 and 5. Every edition of the show daily will be available digitally to all 15,000 in-person attendees and online registrants and Navy League members via email, and on the Seapower and Sea-Air-Space websites.

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SeaPower at Sea-Air-Space Show Daily Deadlines

Space: March 17, 2023
Materials: March 24, 2023

15,000 participants

247,171 Net Square Footage of Exhibit Space

270 SES and flag officers

67 International Delegations

357 Exhibitors in 2022
CONTACT

Tom Buttrick
Account Manager
East Coast
TEL 917-421-9051
t.buttrick@jamesgelliott.com

Please send all materials and copies of ad insertions to:
Seapower Magazine
2300 Wilson Blvd., Suite 200
Arlington, VA 22201-5424
Tel.: (703) 528-1775