



NAVY LEAGUE OF  
THE UNITED STATES  
CITIZENS IN SUPPORT OF SEA SERVICES

## MEDIA KIT




# SEAPOWERS WEEKLY NEWSLETTER

The *SeaPower Weekly* Newsletter is a digital eNewsletter, sent to the members of the Navy League of the United States, providing up to date and relevant industry and association news.

**SEAPOWERS Weekly**

**LEADERBOARD BANNER**  
(728x90px)


Jan. 9, 2025

  
[President Carter's Funeral Procession in Washington Reflects Navy Roots](#)

WASHINGTON — President James Earl "Jimmy" Carter Jr.'s final procession through Washington started Jan. 7 at the U.S. Navy Memorial, where his casket was loaded onto a horse-drawn caisson for transportation to the Capitol where he is lying in state.

[Read more](#)


**TOP BANNER**  
(728x90px)

  
[Future Attack Submarine USS Iowa Delivered to U.S. Navy](#)

GROTON, Conn. — The U.S. Navy Submarine Force's newest attack submarine, the future USS Iowa (SSN 797) was delivered to the Navy on Dec. 22, 2024, marking the 12th battle force ship delivered to the Navy this calendar year.

[Read more](#)


**BODY BANNER**  
(728x90px)

  
[Cyber Horizon: AI, Sea Power, and a Potential Taiwan Conflict](#)

In the evolving landscape of 21st-century warfare, the convergence of cyber capabilities, artificial intelligence (AI) and traditional naval operations presents unprecedented challenges and opportunities for the U.S. Navy.

[Read more](#)

**BOTTOM BANNER**  
(728x90px)

  
[Navy Seeks to Accelerate Adoption of AI/ML Powered Systems](#)

Deterring China and addressing other global security challenges require the U.S. Navy to evolve in key areas, including faster integration of robotics and autonomous capabilities, said Admiral Lisa M. Franchetti, the 33rd chief of naval operations, in the new 2024 Navigation Plan released in September.

[Read more](#)

[Latest News](#)

## PRICING

### LEADERBOARD BANNER

Image: 728x90px

Formats: JPG or PNG

**\$5,000/Qtr**

### TOP BANNER

Image: 728x90px

Formats: JPG or PNG

**\$4,500/Qtr**

### BODY BANNER

Image: 728x90px

Formats: JPG or PNG

**\$4,000/Qtr**

### BOTTOM BANNER

Image: 728x90px

Formats: JPG or PNG

**\$3,500/Qtr**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

# SEAPOWERS MAGAZINE

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.



## PRICING

### INSIDE FRONT COVER

Image: 8.375" x 11"

Formats: PDF

Resolution: 300dpi

**Almanac Issue: \$9,000**

**\$7,500/Issue OR \$18,000/3 Issues**

### INSIDE BACK COVER

Image: 8.375" x 11"

Formats: PDF

Resolution: 300dpi

**Almanac Issue: \$8,000**

**\$6,500/Issue OR \$15,600/3 Issues**

### BACK COVER

Image: 8.375" x 11"

Formats: PDF

Resolution: 300dpi

**Almanac Issue: \$8,500**

**\$7,000/Issue OR \$16,800/3 Issues**

### FULL PAGE

Image: 8.375" x 11"

Formats: PDF

Resolution: 300dpi

Placements: Exclusive to 4 Companies per Issue

**Almanac Issue: \$7,000**

**\$5,500/Issue OR \$13,200/3 Issues**

### HALF PAGE

Image: 6.875" x 5"

Formats: PDF

Resolution: 300dpi

Placements: Exclusive to 4 Companies per Issue

**Almanac Issue: \$6,500**

**\$5,000/Issue OR \$12,000/3 Issues**

### QUARTER PAGE

Image: 3.3125" x 5"

Formats: PDF

Resolution: 300dpi

Placements: Exclusive to 8 Companies per Issue

**Almanac Issue: \$6,000**

**\$4,500/Issue OR \$10,800/8 Issues**

\*\*All positions are available on a first-come, first-serve basis.\*\*

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# SEAPOWER SHOW DAILY NEWSLETTER

Seapower is the official show daily publication of Sea-Air-Space, the largest maritime exhibition in North America. Seapower show daily will be a fully digital edition — distributed to more than just Sea-Air-Space attendees — to spread your company's message further and encourage more immediate engagement with your brand.

MONDAY

## SEAPOWER

The official publication of Sea-Air-Space



**STEM Expo Brightens National Harbor with Exciting Science Demonstrations**

By Brett Davis, Editor-in-Chief

The STEM Expo brought 5th through 12<sup>th</sup> grade students face to face with exciting science concepts on Sunday, April 7, filling the Cherry Blossom ballroom with laughter and

MONDAY, APRIL 8, 2024

## PRICING

### FIRST HALF PAGE

Image: 600x800px

Formats: JPG or PNG

**\$10,000/3 Days**

### SECOND HALF PAGE

Image: 600x800px

Formats: JPG or PNG

**\$9,000/3 Days**

### THIRD HALF PAGE

Image: 600x800px

Formats: JPG or PNG

**\$8,000/3 Days**

### FOURTH HALF PAGE

Image: 600x800px

Formats: JPG or PNG

**\$7,000/3 Days**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

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# DEDICATED BLAST

The Navy League dedicated blast is an editorial article opportunity to reach the members of the Navy League of the United States. The opportunity is open to one vendor each month, allowing them to provide relevant content and messaging specific to their area of expertise, focus, or service. With this opportunity, vendors may position themselves as thought leaders within the industry

**AxisCare**  
empowering home care

## WE KNOW YOUR BUSINESS

Created by private duty agency owners, AxisCare understands the struggles home care providers face. Your needs helped shape the foundation of our service- a scheduling and management platform to promote efficiency and organization.

- Professional Live Support**  
We know where you are in your journey. That's why we're here to make sure you get the most out of AxisCare.
- Trusted Partner**  
We're the chosen software provider of agencies in 50 states and six countries.
- Mobile Champions**  
Your business on the go. Senior software is web-based and mobile friendly.

### Flexibility Counts

AxisCare is the most flexible, cost-effective software in the home care industry, designed to ease your daily workload without forcing you to change your business model. Don't settle for a software company that forces you to run your business their way. Features include easy-to-use scheduling, paperless custom forms builder, GPS Mobile App, automatic billing, caregiver recruitment, screening and education tracking, and integrated Medicaid and third-party billing.

- Scheduling
- GPS Caregiver App
- Telephony
- Third Party Billing
- Custom Reports
- Messaging

[LEARN MORE](#)

### A Platform That Empowers

- MOBILE COMPATIBLE**  
Today's owners, schedulers and marketers are moving faster than ever - and their information needs to be available everywhere they are. AxisCare's mobile platforms allow agencies to stay on top of operations.
- BEST-IN-CLASS MARKETING SUITE**
- BILLING & PAYROLL INTEGRATION**

[LEARN MORE](#)

**AxisCare**  
AxisCare is the most flexible, cost-effective software in the home care industry, designed to ease your daily workload without forcing you to change your management style.

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## PRICING

### DEDICATED BLAST

HTML or TXT HTML File

Email Subject Line

ReplyTo Email

Desired Send Date\*\*

Positions: Exclusive to 1 Company

## \$5,000/Month

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

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# NAVY LEAGUE WEBSITE RETARGETING SOLUTIONS



NAVY LEAGUE OF  
THE UNITED STATES  
CITIZENS IN SUPPORT OF SEA SERVICES

## TARGET THE MEMBERS OF NAVY LEAGUE

Leverage the Navy League's website traffic to help your organization stay in front of over 30,000 members on the websites they visit most!

Through Navy League's website retargeting program, you may take advantage of ad placements on thousands of websites across the internet, helping you enhance your brand awareness with the Navy League's niche audience, and drive quality traffic to your website.

250,000 Impressions  
**\$5,000**

500,000 Impressions  
**\$9,000**

1 Million Impressions  
**\$16,000**

### ARP ASSOCIATION REVENUE PARTNERS

Association Revenue Partners is proud to work with the Navy League. We have teamed up to provide an online marketing solution to reach the visitors to the Navy League's websites through programmatic website retargeting.

#### Navy League Website Monthly Metrics

Average Page Views: 69,077  
Average Sessions: 12,250

#### BENEFITS:



**CAMPAIGN SET UP  
FEE WAVED**



**TARGETED  
NAVY LEAGUE  
AUDIENCE**



**COMPLIMENTARY  
CREATIVE SERVICES**



**MOBILE  
OPTIMIZATION**



**MONTHLY REPORTING  
UPON REQUEST**