

2012 Media Kit

SEAPOWERS

NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE

SEAPOWER

SEAPOWER magazine and its Almanac issue are official publications of the Navy League of the United States, an international organization founded in 1902 to support the U.S. sea services. SEAPOWER articles cover a wide range of topics, including national defense, foreign policy, naval affairs, maritime issues, homeland security and defense research, development and procurement. SEAPOWER coverage focuses on such areas as defense strategies, emerging technologies and ways to improve the operational concepts and managerial processes of the U.S. sea services.

The principal mission of SEAPOWER — an award-winning monthly magazine — is to educate Congress and the American people about the activities, requirements and accomplishments of the U.S. Navy, Marine Corps, Coast Guard and U.S.-flag Merchant Marine. It also provides a forum for senior sea service leaders to express their views on various topics of concern. SEAPOWER also supports and encourages the programs of the Navy League councils throughout the United States and overseas.

YOUR MESSAGE GETS TO THE RIGHT PEOPLE

SEAPOWER is the only audited monthly magazine that focuses exclusively on the nation's naval and maritime policies and priorities. With a total circulation of approximately 45,000, SEAPOWER's exclusive distribution gets your advertising message to the key people you want to reach.

Many defense leaders and professionals receive SEAPOWER and its Almanac issue because they are on our Controlled and Complimentary Circulation lists, comprising about 4,500 key officials and executives involved in the politics and business of defense.

WHO READS SEAPOWER?

- All members of the U.S. Senate and House of Representatives, with additional distribution to staffs of the Appropriations, Armed Services, Homeland Security and Transportation/Maritime committees and subcommittees in each house of Congress.
- Senior members of the U.S. Maritime Administration, U.S. Transportation Command and Military Sealift Command.
- Flag officers and program managers in the Navy, Marine Corps and Coast Guard.
- Defense industry executives and program managers.
- Other marine and oceanic agencies, national laboratories, media, libraries and educational facilities, as well as international organizations.



COVER PHOTO: U.S. NAVY



2012 SEAPOWER EDITORIAL CALENDAR

ISSUE

DEADLINES

EDITORIAL HIGHLIGHTS

TRADE SHOWS (SUBJECT TO CHANGE)

JANUARY

- SEAPOWER Almanac

TAB SPACE: Nov. 9, 2011
 TAB MATERIALS: Nov. 16, 2011
 SPACE: Dec. 1, 2011
 MATERIALS: Dec. 8, 2011

- All the ships, aircraft and systems of the sea services
- The uniformed and civilian leadership in Defense, and Homeland Security

FEBRUARY

- Intelligence, Surveillance & Reconnaissance
- Celebrating the Centennial of Marine Corps Aviation

SPACE: Jan. 5, 2012
 MATERIALS: Jan. 10, 2012

- Cutting-edge ISR platforms and systems
- Information assurance and security

- ASNE Day, Arlington, VA
- SO/LIC, Washington, DC

MARCH

- Maintenance, Repair & Overhaul

SPACE: Feb. 1, 2012
 MATERIALS: Feb. 8, 2012

- Resetting the force
- Supply chain challenges
- Naval guns and munitions

- Naval Expeditionary Forces, Virginia Beach, VA
- Pacific Operational Science & Technology Conference, Honolulu, HI

APRIL

- Sea-Air-Space

SPACE: March 1, 2012
 MATERIALS: March 7, 2012

- Port security and maritime operations
- Mine countermeasures

- Navy League's Sea-Air-Space Exposition, National Harbor, MD, April 15-18

MAY

- Network-Centric Warfare & Communications

SPACE: March 28, 2012
 MATERIALS: April 4, 2012

- The power of networked platforms
- Information technology and the warfighter
- Display systems technologies

- AFCEA Joint Warfighting, Virginia Beach, VA
- Multi-Agency Craft Conference, Little Creek, VA

JUNE

- Corporate Membership Directory

SPACE: May 2, 2012
 MATERIALS: May 9, 2012

- Products and services of the Navy League's Corporate Members
- Naval propulsion systems

- Mega Rust 2012, San Diego, CA

JULY

- Unmanned Systems

SPACE: June 1, 2012
 MATERIALS: June 7, 2012

- A look at the latest air, ground and maritime programs
- Standoff attack and the roles of unmanned aircraft

- AUVSI, Las Vegas, NV

AUGUST

- U.S. Coast Guard

SPACE: July 2, 2012
 MATERIALS: July 9, 2012

- Modernizing the fleet
- The challenges of homeland security

- Fleet Maintenance & Modernization Symposium, Virginia Beach, VA

SEPTEMBER

- U.S. Marine Corps

SPACE: Aug. 1, 2012
 MATERIALS: Aug. 8, 2012

- Resetting the Corps
- Amphibs and the expeditionary force
- Ruggedized systems

- Modern Day Marine, Quantico, VA
- Tailhook, Reno, NV

OCTOBER

- Air Warfare & Flight Operations

SPACE: Sept. 5, 2012
 MATERIALS: Sept. 10, 2012

- The development of training and tactics
- Missiles and missile defense systems
- Airborne munitions: Pushing the capabilities envelope

- USCG Innovation Expo, Tampa, FL
- EuroNaval, Paris

NOVEMBER

- Sea Services Program Review

SPACE: Oct. 3, 2012
 MATERIALS: Oct. 10, 2012

- Acquisition and policy priorities
- The budget process and funding challenges
- Power systems and the quest for alternative energy sources

- Work Boat, New Orleans, LA

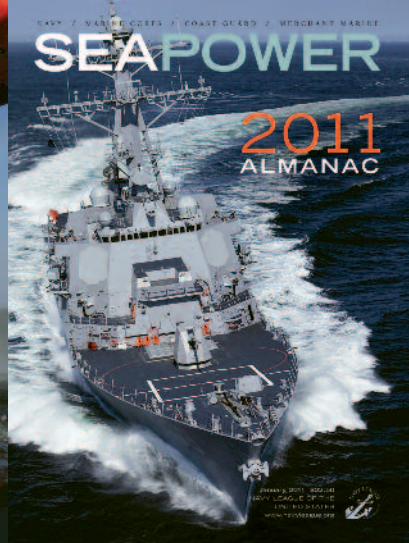
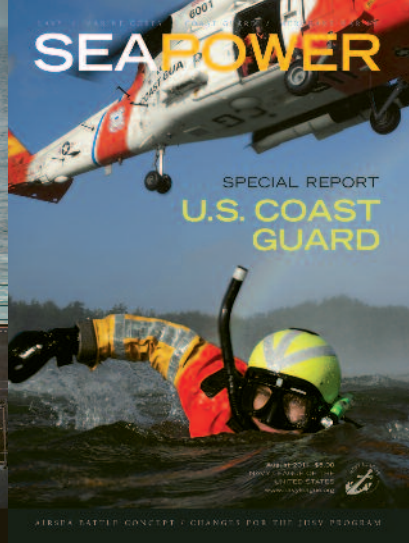
DECEMBER

- Surface Warfare

SPACE: Nov. 1, 2012
 MATERIALS: Nov. 7, 2012

- Surface warfare resources and requirements
- Progress toward the Great Green Fleet
- Simulation and training for the surface warrior

- Surface Navy Association 2013, Arlington, VA



ADVERTISING SPECIFICATIONS

FILE FORMAT

The suitable format is high-resolution Adobe PDF. The PDF file should be generated from a high-resolution PostScript file or created using high-resolution settings. All files must have a resolution no lower than 300 dpi.

AD SIZES

PUBLICATION TRIM SIZE: 8 1/8" x 10 3/4"

| AD SPACE | WIDTH | HEIGHT |
|-----------------------|---------|--------|
| 2 PAGE SPREAD, bleed* | 16 1/2" | 11" |
| 1 PAGE, bleed* | 8 3/8" | 11" |
| 1 PAGE, non-bleed | 6 7/8" | 10" |
| 2/3 PAGE | 4 1/2" | 10" |
| 1/2 PAGE, vertical | 3 5/16" | 10" |
| 1/2 PAGE, horizontal | 6 7/8" | 5" |
| 1/2 PAGE, island | 4 1/2" | 7" |
| 1/2 PAGE SPREAD | 15" | 5" |
| 1/3 PAGE, vertical | 2 1/8" | 10" |
| 1/3 PAGE, square | 4 1/2" | 5" |
| 1/4 PAGE | 3 5/16" | 5" |
| 1/6 PAGE | 3 5/16" | 3 1/4" |

* SIZES FOR BLEED ADS INCLUDE 1/8 INCH ON EACH SIDE BEYOND THE PAGE TRIM

COLOR SPECIFICATIONS

- 4-color ads must have CMYK (process colors); no RGB or embedded color profiles.
- No PMS or match colors, unless you have arranged for spot color in your ad.
- Color proofs MUST accompany color ads.

ADVERTISING POLICIES

All materials will be discarded one year after publication date. Advertisers will be short-rated if they do not earn their frequency rates within a 12-month period from the date of the first insertion. Every space reservation must be made with an insertion order, including long-term cover commitments/requests.

CANCELLATIONS: Ad pages can be canceled with no penalty until the ad space reservation date. Covers may be canceled with no penalty until 21 days before the ad space reservation date.

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 not suitable to policy.

DELIVERY

Please send all materials and copies of ad insertions to:
 SEAPOWER Magazine
 Director of Publications
 2300 Wilson Blvd., Suite 200
 Arlington, VA 22201-5424
 TEL 703-528-1775

Please send high-resolution PDF files to:
seapowerads@navyleague.org

2012 SEAPOWER RATE CARD

| INTERIOR [4-COLOR] | 1X | 3X | 6X | 9X | 12X | 18X | 24X | ALMANAC* |
|----------------------|--------|--------|--------|--------|--------|--------|--------|----------|
| 2-PAGE SPREAD | 14,970 | 13,800 | 13,400 | 13,060 | 12,830 | 12,430 | 12,070 | 18,450 |
| 1 PAGE | 7,670 | 7,080 | 6,870 | 6,700 | 6,580 | 6,380 | 6,190 | 9,460 |
| 2/3 PAGE | 6,140 | 5,880 | 5,630 | 5,580 | 5,530 | 5,370 | 5,200 | 7,560 |
| 1/2 PAGE | 5,290 | 5,030 | 4,820 | 4,770 | 4,690 | 4,550 | 4,410 | 6,560 |
| 1/3 PAGE | 4,300 | 4,040 | 3,890 | 3,840 | 3,780 | 3,670 | 3,550 | |
| 1/4 PAGE | 3,580 | 3,440 | 3,370 | 3,280 | 3,210 | 3,120 | 3,030 | |
| 1/6 PAGE | 2,790 | 2,630 | 2,540 | 2,490 | 2,450 | 2,380 | 2,310 | |
| DIVIDER TAB | | | | | | | | 12,470 |

COVERS [SOLD ON COMMITMENT OF 6X OR MORE]

| | | | | | | | | |
|---------|--|--|-------|-------|-------|-------|-------|--------|
| COVER 2 | | | 9,410 | 9,120 | 8,820 | 8,260 | 7,730 | 12,850 |
| COVER 3 | | | 8,370 | 8,180 | 7,910 | 7,630 | 7,230 | 10,720 |
| COVER 4 | | | 9,430 | 9,360 | 9,130 | 8,540 | 8,010 | 14,280 |

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 COUNT TOWARD THE FREQUENCY DISCOUNT.

DIGITAL — MAXIMIZE YOUR MESSAGE BY ADVERTISING ON WWW.SEAPOWERMAGAZINE.ORG

| | |
|---------------|----------|
| TOP BANNER | 2,595 ** |
| TOWER AD | 2,510 |
| BOTTOM BANNER | 2,295 |

** PRICES ARE PER MONTH. PLEASE CONTACT YOUR SALES REP FOR DIMENSIONS AND DEADLINES.

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