



2015/16 NAVY—The Voice for America’s Sailors

Rate Card #15 Effective July, 2015

Reach over 15,500 Sailors, Navy Veterans, Pentagon leaders and key members of Congress in NAVY Magazine. In each issue you will find information for active duty, Reserve and retired, officer and enlisted, and friends of the Navy.

2015/16 Advertising Schedule and Editorial Emphasis

Issue	Editorial Emphasis	Delivery Date	Material Due Date	Insertion Due Date
Fall '15	IT & Cyberspace	Nov. 15	Nov. 1	Oct. 25
Winter '16	Aviation	Jan. 15	Jan. 6	Dec. 30
Spring '16	Surface Warfare	Apr. 15	Mar. 30	Mar. 15
Summer '16	Submarines	July 15	June 30	June 15
Fall '16	IT & Cyberspace	Nov 14	Oct. 31	Oct. 17

Circulation

Circulation for 2015/16 is 15,500 with additional circulation hand-delivered to high ranking officials at the Pentagon and on Capitol Hill reaching decision-makers.

Magazine Rates

Space	1x Rate	4x Rate
Full page	\$2975	\$2675
2/3 page	\$2575	\$2325
½ page	\$1675	\$1425
¼ page	\$875	\$795
Cover 2 or 3	\$3575	\$3375
Cover 4	\$3775	\$3575

All magazine rates are net and apply to both color and black/white material.

Online Advertising Rates

Size	1 month	3-6 months	7-12 months
Leaderboard (728x90)	\$890	\$815	\$750
Rectangle (300x250)	\$675	\$625	\$585

All rates are net

Check our web site for special author & book advertising rates and direct response rates.

Production Specifications, General Information & Material Requirements

Bleed size: 8 ½" x 11". Leave at least 1/8" beyond the trim size of the document. Include trim and registration marks. Objects not intended to bleed must be kept in the 'live area.' *Ads that do not meet specified dimensions may be modified to fit.*

Live area: 7 ¾" x 10 ¼"

Trim size: 8 ½" x 11"
2/3 Page (vertical) 4 ½" x 9 ¼"
2/3 Page (horizontal) 7" x 6"
½ Page (horizontal) 8" x 5"
½ Page (vertical) 3 ½" x 9 ¼"
¼ Page 3 ¾" x 4 ½"

Method of Printing: Web Offset, four-color process.

Method of Binding: Saddle Stitched.

Digital Files: Accepted file formats: PDF, JPEG, png, indd, psd, or ai. Resolution: 300 or higher. **Color:** Files must be saved as CMYK (do not use 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 embedded fonts.

Proofs: For accuracy, a proof at 100 percent size is necessary for all submissions. The quality of the published ad may be a reflection of the quality of the proof received.

Digital Materials: send to Scott.Dinkel@ausn.org.