

EANGUS

NEW PATRIOT

JOURNAL OF NATIONAL GUARD ENLISTED PROFESSIONALS

2011 MEDIA KIT



NEW PATRIOT is the official bimonthly publication of the Enlisted Association of the National Guard of the United States (EANGUS)

WHO WE ARE

EANGUS is the only association dedicated to serving the 412,000 enlisted men and women of the National Guard 100% of the time. Our mission is to promote national security and foster the status, welfare and professionalism of enlisted members of the National Guard. *NEW PATRIOT* magazine helps achieve these goals by publishing articles of interest on legislation and developments affecting the National Guard in Congress and in the Department of Defense. As a non-profit association, EANGUS does not participate in partisan politics or operate for gain.



OUR READERS, OUR INFLUENCE

Each issue of *NEW PATRIOT* is mailed to more than 45,000 decision makers and procurement personnel in the National Guard. The magazine is read by enlisted men and women of the Army and Air National Guard in more than 3,300 armories and air bases located in the 54 states and territories. *NEW PATRIOT* is a key resource for members of Congress involved in defense issues, officials at the Department of Defense and FEMA, and is coveted by medical, legal and education professionals who serve in the National Guard. Its reach is far beyond our membership. Our opinion and commentary is valued by leaders of federal and state government, legislators and municipal leaders, as well as defense leaders in the Pentagon and major military commands.

WHO SHOULD ADVERTISE IN NEW PATRIOT

- » Contractors interested in doing business with the National Guard
- » Business and industry leaders who support the men and women serving in the National Guard
- » Businesses interested in providing a stronger national defense through the National Guard

AUDIENCE DEMOGRAPHICS

AVERAGE MEMBERSHIP AGE:

38



AVERAGE INCOME LEVEL:

\$40,000–65,000

EDUCATION LEVEL:

High School Graduates **99%**

Attended College **81%**

College Graduates **32%**



MILITARY COMPONENT:



Army National Guard

67%



Air National Guard

30%

MEMBERSHIP AVERAGES:

- » **14–20** years of military service.
- » A grade of **E-6 or above**.
- » More than **80%** are married.
- » More than **60%** have dependent children at home.
- » More than **12%** are Life members.
- » Travel more than twice per year for at least a week.

2011 CLOSING DATES

Advertising materials must be presented by the closing date for insertion for each cover date. Ad designs are available at a reasonable cost.

	March/ April	May/ June	July/ August	Sept./ Oct.	Nov./ Dec.
Mail Date	3/30	5/25	7/22	9/22	12/2
Close Date	2/23	4/20	6/16	8/17	10/26
Materials Due	3/2	4/27	6/23	8/24	11/2

INSERTS

Inserts and other pre-printed material can be polybagged with *NEW PATRIOT* magazine. For information about rates, size limitations, scheduling, and shipping information, please contact Mohanna Sales Representatives at (972) 596-8777.

MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 8.5" x 10.875"

LIVE AREA: Keep text .375" from trim

BLEED: .125"

BINDING: Saddle-stitched

ACCEPTABLE FILE FORMATS

PDFx1a or press-quality PDF. Create high-res PDF using press optimized job options. Embed all fonts and high-resolution images. All images must be 300 dpi and CMYK.

FILE DELIVERY

- CD-ROM
- E-mail (files can be compressed)
- FTP

PROOFS

FOR CONTRACT COLOR: Kodak Approval, FinalProof, MatchPrint, or other SWOP-certified color proof. For Color Guidance: Epson, FirstProof, Iris, or similar. A color guidance proof may be used for general color, but is not a contractually binding press proof.

2011 NEW PATRIOT AD RATE

Rates Effective January 1, 2011

FULL-COLOR

	1X	3X	6X	12X	18X	24X
FULL PAGE	\$6,200	\$5,970	\$5,840	\$5,480	\$5,100	\$4,730
HALF PAGE	\$4,030	\$3,880	\$3,800	\$3,560	\$3,320	\$3,070
THIRD PAGE	\$3,150	\$3,030	\$2,970	\$2,780	\$2,600	\$2,400

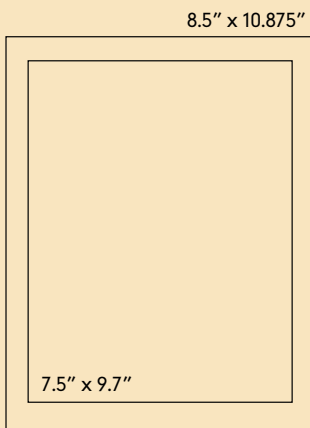
Black-and-white advertisements are priced at 15% less than full-color advertisements

COVER

	1X	3X	6X
COVER 2	\$7,100	\$6,900	\$6,690
COVER 3	\$6,500	\$6,320	\$6,120
COVER 4	\$7,400	\$7,200	\$6,960

Cover advertisements MUST be in full color

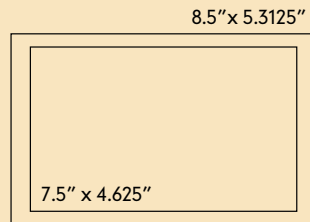
AD SIZES



FULL PAGE

(non-bleed) : 7.5" x 9.7"

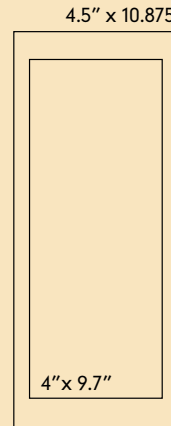
(Bleed) : 8.5 x 10.875
(+.125 on all sides)



HALF PAGE HORIZONTAL

(non-bleed) : 7.5" x 4.625"

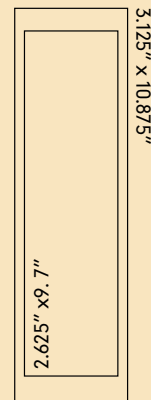
(Bleed) : 8.5" x 5.3125"
(+.125 on all sides)



HALF PAGE VERTICAL

(non-bleed) : 4" x 9.7"

(Bleed) : 4.5" x 10.875"
(+.125 on all sides)



ONE-THIRD VERTICAL

(non-bleed) : 2.625" x 9.7"

(Bleed) : 3.125" x 10.875"
(+.125 on all sides)

MATERIAL SPECIFICATIONS AND REQUIREMENTS

NEW PATRIOT magazine is produced in a digital environment and all materials must be submitted in digital formats. All artwork must comply with the specifications and requirements. If submitted artwork requires production work, charges will be incurred at the rate of \$150/hour. Minimum production charge is \$450. Additional services (photography, design, illustration, logo work, scanning, etc.) are available. Please contact us for a price quote.

SPECIAL POSITIONS: Preferred positions other than covers: Center spread and back of center spread, or coated stock in text—10% of 4/color page rate, per page. Other stipulated position—10% of B & W page rate, per page. Upon approval of the publisher.

CREDIT: Until credit is established for new advertisers, payment must accompany first insertion.

DISCOUNTS AND COMMISSION: Agency commission/discount: A 15% Agency Discount is extended to advertising agencies listed in the Standard Directory of Advertising Agencies. Standard advertising agency discount will be forfeited if invoice is not paid within 30 days of invoice date. No Agency discount is provided for sponsorship programs.

CORPORATE SPONSOR DISCOUNT: Individuals and Corporations participating as a corporate member of EANGUS will receive an additional discount based on level of Corporate membership. For more information on Corporate membership contact eangus@eangus.org. To receive the corporate discount all invoices must be paid within 30 days.

MULTIPLE RATE CONTRACT: Invoices are rendered on the first publication month, due net 30 days, at the one-time rate. Each succeeding placement invoice will reflect the credit of the additional placement rate for that issue and previous issues.

INTEREST RATES PAST DUE: Interest will be charged on past due amounts at the rate of 1.5% per month (18% annual percentage rate).

INSERTS/CARDS: Advertisers must specify job position of cards. Cards are to be sent directly to printer as instructed by publisher. Cards are charged on an individual basis.

MATERIALS DELIVERY:
SEND ALL ORDERS AND MATERIALS TO:
Tracy Cimba
NEW PATRIOT MAGAZINE
c/o GLC Custom Media
900 Skokie Blvd., Suite 200
Northbrook, IL 60062
TEL: 847-205-3015
FAX: 847-564-8197

TO SUBMIT FILES BY E-MAIL:
E-MAIL: NPads@glcomm.com

TO SUBMIT FILES TO FTP:
HOST: hostingu001.networkgci.net
USER: eangus@glcomm.com
PW: e@ngus
Upload file to New Patriot folder

NEW PATRIOT IS PUBLISHED BY:
Enlisted Association of the National
Guard of the United States (EANGUS)
3133 Mt. Vernon Avenue
Alexandria, VA 22305
TEL: 1-800-234-3264 or 703-519-3846
FAX: 703-519-3849
E-MAIL: editor@eangus.org

TERMS & CONDITIONS

BILLING. Invoices are issued at the time of publication and are due and payable within 30 days. A finance charge of 1.5% per month will be applied to all past due invoices.

ADVERTISING POLICY. The Publisher reserves the right to reject any advertisement deemed objectionable in wording or appearance, and may require the word "advertisement" placed at the top of any advertisement. All ads are accepted and published upon the representation that the advertiser and/or its agency is authorized to publish the entire contents and subject matter of the ad. The advertiser and/or their agency will indemnify and save the Publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, or copyright infringement.

LIABILITY. Advertisers and their agencies that place advertising in *NEW PATRIOT* are jointly liable for any balances they incur. Advertisers and their agencies also agree to assume all legal costs incurred by the Publisher in case of litigation to recover advertising charges.

MATERIALS. It is the responsibility of the advertiser to provide materials by specified due dates. Failure to fulfill this responsibility implies authorization to rerun copy and artwork from a previous issue.

VERBAL INSTRUCTIONS. All verbal instructions must be confirmed in writing by all material due dates and closing dates.

CORRECTIONS. The Publisher shall have no liability whatsoever, by reason of error or omission with any advertisement. The Publisher is not responsible and shall incur no liability for errors or misprints beyond cancellation of charges or publishing a correction in the next available issue in a space equal to that occupied by the error.

FREQUENCY DISCOUNTS. Advertising contracted at a frequency discount rate that is not completed within one year or is cancelled will be short-rated (billed retroactively at the actual earned rate). If the number of insertions is not specified on a contract or insertion order, each insertion will be billed at the one-time rate until a frequency discount is earned.

CANCELLATIONS AND CHANGES. Cancellations of advertising contracts must be received in writing by the date of the Ad Close Deadline and may result in back-billing of the unearned frequency discounts. Changes in the size of any ad must be submitted in writing or by fax to *NEW PATRIOT* by 10 a.m. on the date of Ad Close.

DEADLINE. Changes requiring production work may incur costs at published rates.

FOR MORE INFORMATION OR TO RESERVE SPACE, CONTACT:

Anya Atwood
Mohanna Sales Representatives
305 W. Spring Creek Parkway
Building C-101
Plano, TX 75023
TEL: (214) 291-3660
E-MAIL: anya@mohanna.com

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Yes

Please reserve the following ad space in the specified upcoming issue(s) of *NEW PATRIOT* magazine.

Your Name	Date
Title	Company
Address	City/State/Zip
Phone	Fax
E-mail Address	
Please supply a contact name—the person responsible for supplying all advertising materials:	
Name	
Phone	Fax
E-mail Address	

I WANT TO RESERVE:

- 1X insertion 3X insertions 6X insertions

I WANT MY AD TO RUN IN THE FOLLOWING ISSUE(S) OF *NEW PATRIOT*:

- March/April 2011 September/October 2011
 May/June 2011 November/December 2011
 July/August 2011

PLEASE INDICATE YOUR AD SIZE:

- Spread (two facing full pages) Full page
 ½ page horizontal ½ page vertical
 1/3 page vertical

I REQUEST THIS PREMIUM POSITION (FOR FULL SIZE ADS ONLY, BASED ON AVAILABILITY, A PREMIUM WILL BE ADDED TO YOUR FINAL COST):

- Front Inside Cover Back Inside Cover Back Cover

I REQUEST A PREFERRED POSITION INSIDE THE PUBLICATION (BASED ON AVAILABILITY, A PREMIUM WILL BE ADDED TO YOUR FINAL COST):

- Guaranteed Left-Hand Page Guaranteed Right-Hand Page

Rate (space rate plus placement premium): \$ _____

I WILL BE SUBMITTING MY ADVERTISING MATERIAL IN THE FOLLOWING FORMAT:

- CD-ROM FTP
 E-mail: NPads@glcomm.com (files can be compressed)

See ad specifications, rates, and closing dates for instructions.

INSERTS

Inserts and other pre-printed material can be polybagged with *NEW PATRIOT* magazine. Contact us for postage rates, size limitations, scheduling and shipping information.

Please note: All terms and conditions apply. It is the responsibility of the advertiser to submit space reservations and materials by the published due dates. Method of payment: You will be invoiced for the appropriate rate based on billing frequency, positioning and ad size.

PLEASE SIGN AND DATE THIS FORM:

Signature _____

Date _____

RETURN THIS FORM TO:

Mohanna Sales Representatives
 305 W. Spring Creek Parkway
 Building C-101
 Plano, TX 75023
Fax: (972) 985-8069

Need help? Want more information? Contact :
 Anya Atwood at: anya@mohanna.com or (214) 291-3660