

MAGAZINES

4 Color	<i>Proceedings</i>				<i>Naval History</i>			<i>Combination</i>		
	1x	3x	6x	12x	1x	3x	6x	1x	3x	6&12x
2 Page Spread	\$11,145	10,918	10,697	10,264	5,253	5,171	5,093	14,389	14,132	13,879
1/2 Page Spread	\$ 7,699	7,540	7,401	7,128	3,955	3,904	3,857	10,403	10,249	10,089
Full Page	\$ 6,850	6,690	6,551	6,278	3,105	3,054	3,008	8,704	8,549	8,389
2/3 Page	\$ 4,996	4,882	4,774	4,563	1,988	1,952	1,916	6,072	5,943	5,820
1/2 Page Island	\$ 4,372	4,275	4,187	4,007	1,751	1,720	1,689	5,351	5,243	5,140
1/2 Page Horizontal	\$ 3,976	3,893	3,806	3,641	1,648	1,622	1,597	4,913	4,820	4,723
1/3 Page	\$ 2,843	2,786	2,730	2,616	1,349	1,329	1,411	3,662	3,595	3,574
1/4 Page	\$ 2,276	2,230	2,194	2,106	1,205	1,190	1,174	3,039	2,987	2,946
1/6 Page	\$ 1,880	1,844	1,813	1,746	1,030	1,020	1,009	2,570	2,534	2,498
1/9 Page	\$ 1,236	1,215	1,200	1,169	803	798	793	1,839	1,813	1,797
1/12	\$ 979	968	958	937	690	685	680	1,535	1,524	1,509

All ads are billed at color rate. Black and white ads are 4 color builds.

Covers (requires 6x or 12x schedule)

Cover 2	\$ 8,235	7,823	3,600	10,017
Cover 3	\$ 7,411	7,040	3,376	9,883
Cover 4	\$ 8,395	7,975	3,627	10,192

Color Matched (any frequency) \$ 773

Direct Response Ads

Deduct 50% from above rates

Classified Ads

Not offered

ON-LINE

usni.org / Get the Gouge / Newsletters & Alerts

Per Month	1 month	3 months	6 months	12 months
Rectangle 180 x 150 IMU	\$ 520	500	460	420
Large Rectangle 300 x 250 IMU	\$ 940	800	720	690
Center Column 420 x 195 IMU	\$ 1,390	1,200	1,090	980
Embedded Links in Magazine Ads	\$ 320	300	260	220

All ads go live within 48 hours of receipt.

Policy Notes

Ad content is the responsibility of advertisers and their agencies who warrant that they own all rights to any material appearing in the ad. The publisher reserves the right to reject copy or ads that it deems are objectionable.

Agency Commission is paid to recognized agencies at a rate of 15% on bills paid within 30 days from invoice date

Space Commitments may be cancelled upon written notice received seven days or more in advance of the published issue closing date. Advertising placed at contract rates may be subject to year-end adjustments resulting in a supplemental billing if frequency and size conditions fall short of the promised commitment.

Billing may be requested to agencies at the net rate only on the condition that if it remains unpaid after 90 days, the advertiser will assume responsibility for the payment. If collection or legal action should be required, any related expense will be the responsibility of the advertiser.

USNI Advertising

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U.S. NAVAL INSTITUTE

The Independent Forum of the Sea Services