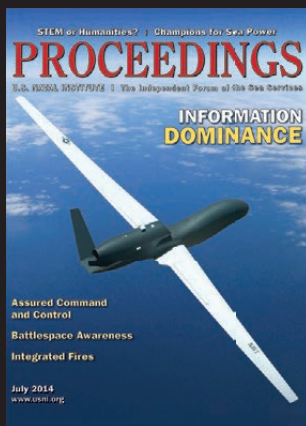


# U.S. NAVAL INSTITUTE MEDIA PLANNER

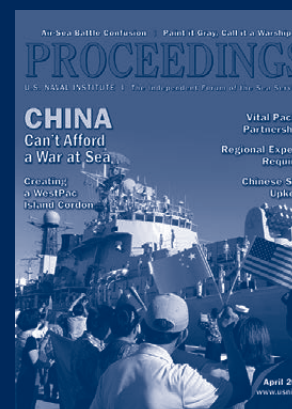
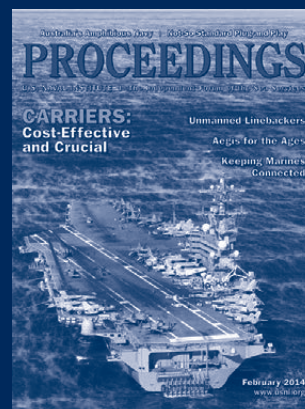
# 2015



## PROCEEDINGS

The Independent  
forum of the  
Sea Services

*Published monthly by the  
U.S. Naval Institute*



## Open Your Global Gateway to the Interactive World of U.S. Naval Institute



APPLE  
NEWSTAND



USNI APP

- [www.usni.org](http://www.usni.org)
- USNI News
- Naval History & Most Popular Topics App
- U.S. Naval Institute blog
- mobile applications & social media





By any  
standard  
*PROCEEDINGS*  
dominates  
the reading

of our nation's military leaders. Top policy makers consider the information, arguments and advice from its pages as they make decisions that shape national defense. They will determine the priorities and policies driving the expenditure of \$551 billion in 2015. They seek opinions and advice from the pages of *PROCEEDINGS*, as readers and authors. Our nation's leaders have relied on this flagship publication of the U.S. Naval Institute for 141 years. It is where they go first, and they rely on ideas and insights from its pages to guide their decisions on projects, purchases and vendors.



# THEY WILL SPEND \$551 BILLION ON THE NATION'S DEFENSE IN 2015. TALK TO THEM WHERE THEY LIVE, IN *PROCEEDINGS*.

*PROCEEDINGS* stands alone in  
Importance, Influence and Impact.  
Nothing else comes close.

In the current reader satisfaction survey *PROCEEDINGS* ranks first with military readers in the categories of "Must Read", "Most Credible", "Most Relevant", and "Most Important" among all military magazines.

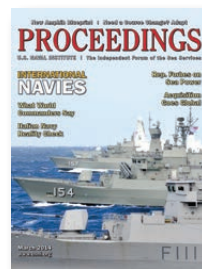
Readers also believe it "Encourages Important Policy Debates".

Ninety four percent read three out of four issues (none of our competitors scored more than 23%).

Readers also cite editorial quality (98%), range of content (95%), and balance of viewpoints (93%) as qualities that drive their high levels of satisfaction.

For media buyers who need

to reach those in control of military budgets to have your message taken seriously, *PROCEEDINGS* is the only choice.



Which publication  
is "Most Important"?

*PROCEEDINGS*  
94%



Which publication  
is your "Most  
Credible Source"?

*PROCEEDINGS*  
96%



**Virtually Every Major News Organization quoted or linked to *PROCEEDINGS* as their authoritative source in 2014.**

### The *PROCEEDINGS* audience engages.

- 97% carefully read or scan majority of content
- 88 % spend up to two or more hours with each issue
- 94% read 3-out-of-4 issues or more

### The *PROCEEDINGS* audience is unduplicated.

- 79% DO NOT belong to the Navy League or read Sea Power
- 95% DO NOT belong to the Marine Corps Association or read the Marine Corps Gazette
- 79% DO NOT regularly read the Navy Times or Marine Corps Times

## CIRCULATION

PAID MAILED CIRCULATION	48,230	86.1%
SINGLE COPIES	374	.7%
EVENT & COMPLIMENTARY	3,418	6.0%
SHIPS & COMMANDS	2,927	5.2%
REGISTERED ONLINE COPIES	1,126	2.2%
<b>TOTAL:</b>	<b>56,075</b>	

## READERSHIP

ACTIVE DUTY	31%
RESERVE	4%
DEFENSE INDUSTRY (RETIRED MILITARY)	29%
DEFENSE INDUSTRY (CIVILIAN)	7%
PENTAGON	5%
CAPITOL HILL	3%
HOMELAND SECURITY	2%
UNIVERSITIES	2%
RETIRED	17%

## AFFILIATIONS

NAVY	78%
MARINES	8%
COAST GUARD	8%
ARMY	2%
AIR FORCE	2%
MERCHANT MARINE	2%

\*2014 Reader Satisfaction Survey

## Look who **WRITES** in *PROCEEDINGS*.

They're interested in your company and projects. They are *PROCEEDINGS*, and they are listening now:

### FORMER SECRETARY OF DEFENSE

Robert M. Gates

### FORMER CHAIRMAN, JOINT CHIEFS OF STAFF

Admiral Michael G. Mullen

### CHIEF OF NAVAL OPERATIONS

Admiral Jonathan W. Greenert

### COMMANDANT OF THE MARINE CORPS

General James F. Amos

### FORMER U.S. EUROPEAN COMMAND NATO

SUPREME ALLIED COMMANDER, EUROPE

Admiral James G. Stavridis

### FORMER COMMANDANT OF THE U.S. COAST GUARD

Admiral Robert J. Papp Jr.

### CONGRESSMAN, 4<sup>TH</sup> DISTRICT OF VIRGINIA

Congressman J. Randy Forbes

## Look who **QUOTES & LINKS** to *PROCEEDINGS* as their **AUTHORITATIVE SOURCE** on matters of naval policy:

### ONLINE:

Drudge Report  
Politico  
Huffington Post  
Small Wars Journal  
Wired

### RADIO:

Hugh Hewitt  
Jim Bohannon  
NPR  
Voice of America  
Rush Limbaugh

### TV:

George Stephanopoulos –  
This Week  
CNN  
Fox  
Meet the Press  
Fox Business Channel  
ABC News  
CBS News  
MSNBC  
al Jazeera

### THINK TANKS:

Lexington Institute  
Center for New American  
Security  
Heritage Foundation  
CATO Institute  
AEI

### COLLEGES:

Tufts University  
Johns Hopkins University  
Naval War College  
University of Virginia  
Army War College

### NEWSPAPERS:

Washington Post  
New York Times  
BBC World News  
New York Post  
Military Times Newspapers  
Pravda  
Boston Globe  
LA Times  
The Wall Street Journal  
Washington Times  
Congressional Quarterly  
Times of London

### MAGAZINES:

The Atlantic  
The Economist  
Foreign Policy  
US News & World Report  
Time  
Newsweek

### GOVERNMENT:

CHINFO  
Pentagon Channel  
Congressional Hearings  
White House

# U.S. Naval Institute Digital Advertising



## Open Your Global Gateway to the **Interactive World** of the U.S. Naval Institute

### news.usni.org

USNI's fresh, daily online news source features four to five original stories each day, and full-time on-line editors and contributors to stay ahead of the pack. Since its launch in early 2013, USNI News has become the online source for Sea Services content. Its mercurial growth has reached nearly 500,000 page views each month with an additional 30,000 subscribers who have chosen to have our news digest delivered to their in-box every day. Your target audience reads USNI News every morning!

### www.usni.org

INTERACTIVE is the theme for the world's leading Online "GO TO" Authoritative Source on Naval matters. Recognized as the internet's premier drupal based nonprofit website, surpassing industry giants with it's sophistication and functionality. Visitors are surrounded by the day's top events and the nation's most important defense concerns. They immediately share their views, or probe deeply into the U.S. Naval Institute archive system –magazines back to 1874, the world's largest photo archive of its kind, oral histories, and books for more insight. It's an interactive user experience and daily destination.



### usni.blog

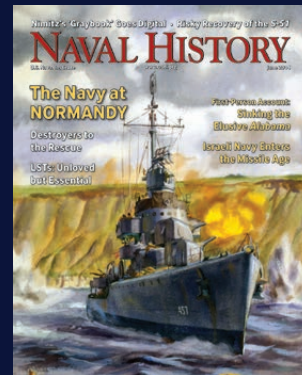
Winner three years running for "Best Naval Mil.Blog," the USNI Blog leads the interactive online debates on the Nation's most pressing naval issues. Fueled by a diverse group of guest bloggers and passionate followers who comment and keep the discussion alive, the focus is on event-driven news and policy.



# NAVAL HISTORY

HBO chose *NAVAL HISTORY* as its publishing partner for the spectacular ten-week series THE PACIFIC which aired in the spring of 2010. This issue brilliantly covered the series and served as a viewer's guide. *NAVAL HISTORY* magazine is the gold standard for riveting, up-close and personal accounts from those who participated in our naval triumphs and tragedies. It is beautifully illustrated with oversized gatefold presentations explaining key naval engagements, period photography and fine art. Our nation's naval leadership has put an emphasis on the importance of its heritage, and today's policy makers believe in learning the lessons of history. Defense contractors who share a history with the Navy know

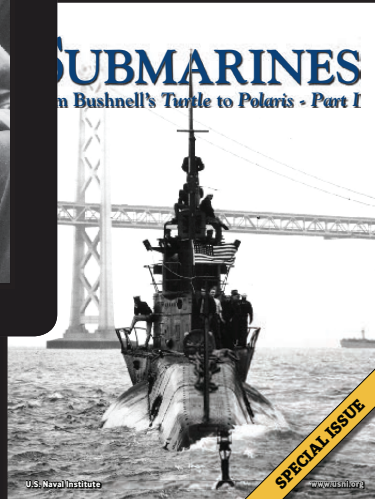
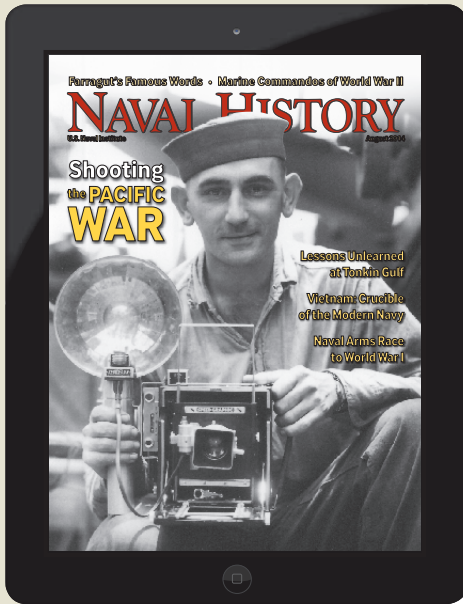
that advertising in *NAVAL HISTORY* associates them respectfully with naval leadership and is a sincere way to say "Thank You" to their Navy partners."



**"Naval History is a treasure chest ... of our military and seagoing heritage."**

— Tom Brokaw  
Former anchor, NBC Nightly News

## Naval History & Most Popular Topics iPad Edition



Now with instant global reach and impact via Apple Newsstand, your message is exposed to a self selected world wide audience of Naval History readers. ....

## Quick Facts – Why Advertise with U.S. Naval Institute?

U.S. Naval Institute leads in supporting the Sea Services. It provides an independent voice, highly respected with impact at senior levels.

Consider the benefits of:

- Inbound links from every major global news organization citing *PROCEEDINGS*
- Long visits and high page views
- Well established and active community including 70% of flag officers in the Sea Services worldwide



# ADVERTISING RATES: EFFECTIVE 1/1/2015

## PROCEEDINGS

## NAVAL HISTORY

## COMBINATION

4-COLOR	1x	3x	6x	12x	1x	3x	6x	1x	3x	6 & 12x
2 PAGE SPREAD	\$14,808	\$14,632	\$14,334	\$13,618	\$6,835	\$6,728	\$6,627	\$18,722	\$18,287	\$18,058
1/2 PAGE SPREAD	\$10,180	\$9,810	\$9,629	\$9,274	\$5,146	\$5,079	\$5,019	\$13,535	\$13,334	\$13,127
FULL PAGE	\$9,179	\$8,965	\$8,612	\$8,413	\$4,041	\$3,974	\$3,913	\$11,324	\$11,123	\$10,915
2/3 PAGE	\$6,694	\$6,542	\$6,398	\$6,114	\$2,586	\$2,540	\$2,493	\$7,900	\$7,733	\$7,572
1/2 PAGE ISLAND	\$5,689	\$5,562	\$5,448	\$5,213	\$2,278	\$2,238	\$2,198	\$6,962	\$6,821	\$6,687
1/2 PAGE HORIZONTAL	\$5,860	\$5,728	\$5,611	\$5,369	\$2,144	\$2,111	\$2,077	\$6,392	\$6,272	\$6,144
1/3 PAGE	\$3,699	\$3,624	\$3,551	\$3,404	\$1,756	\$1,729	\$1,718	\$4,764	\$4,677	\$4,650
1/4 PAGE	\$2,962	\$2,901	\$2,854	\$2,740	\$1,568	\$1,548	\$1,528	\$3,953	\$3,886	\$3,833
1/6 PAGE	\$2,446	\$2,399	\$2,359	\$2,271	\$1,340	\$1,327	\$1,313	\$3,344	\$3,297	\$3,250
1/9 PAGE	\$1,608	\$1,581	\$1,561	\$1,521	\$1,045	\$1,039	\$1,032	\$2,392	\$2,359	\$2,338
1/12 PAGE	\$1,273	\$1,260	\$1,246	\$1,219	\$898	\$891	\$884	\$1,997	\$1,983	\$1,963

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

### COVERS (REQUIRES 6x OR 12x SCHEDULE)


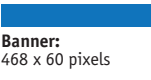

COVER 2		\$10,714	\$10,179		\$4,684		\$13,033
COVER 3		\$9,642	\$9,160		\$4,393		\$12,859
COVER 4		\$10,922	\$10,376		\$4,719		\$13,261

**COLOR MATCHED (ANY FREQUENCY):** \$976

**DIRECT RESPONSE:** DEDUCT 50% FROM ABOVE RATES.

**CLASSIFIED:** NOT OFFERED.

## ONLINE AD PERFORMANCE AND RATES

	Premium Placement	MONTHLY FLAT RATE		MONTHLY FLAT RATE		MONTHLY FLAT RATE	
		POSTERBOARD	CPM	BANNER	CPM	LEADERBOARD	CPM
	USNI.ORG	\$2,225	\$13.66	N/A		N/A	
	USNI News	\$2,150	\$10.79	N/A	\$12.80	\$2,895	\$14.53
	USNI BLOG	\$1,850	\$29.77	\$1,995	\$32.11	\$2,150	\$34.60
	NEWSLETTERS	\$2,495		\$2,995		N/A	
	USNI APP/Page	\$1,500 — APP accepts only page ads for each full calendar quarter.					

All ad space sold on monthly flat rate basis only. Contact representative for sponsorship opportunities.

## 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 for any reason.

**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.

# INSERTION ORDER: 2015

Date: \_\_\_\_\_ Advertiser: \_\_\_\_\_

## BILLING INFORMATION (WHERE BILL SHOULD BE SENT)

Company: \_\_\_\_\_ Phone: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Fax: \_\_\_\_\_  
Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### SELECT:



PROCEEDINGS



NAVAL HISTORY



ONLINE

### FREQUENCY RATE, INSERTION MONTHS AND AD SIZE:

**PROCEEDINGS:** ☐ 1x ☐ 3x ☐ 6x ☐ 12x

☐ January; ad size: \_\_\_\_\_  
☐ February; ad size: \_\_\_\_\_  
☐ March; ad size: \_\_\_\_\_  
☐ April; ad size: \_\_\_\_\_  
☐ May; ad size: \_\_\_\_\_  
☐ June; ad size: \_\_\_\_\_  
☐ July; ad size: \_\_\_\_\_  
☐ August; ad size: \_\_\_\_\_  
☐ September; ad size: \_\_\_\_\_  
☐ October; ad size: \_\_\_\_\_  
☐ November; ad size: \_\_\_\_\_  
☐ December; ad size: \_\_\_\_\_

**AVAILABLE SIZES:** See separate Advertising Rates page for details.

**Naval History:** ☐ 1x ☐ 3x ☐ 6x

☐ February; ad size: \_\_\_\_\_  
☐ April; ad size: \_\_\_\_\_  
☐ June; ad size: \_\_\_\_\_  
☐ August; ad size: \_\_\_\_\_  
☐ October; ad size: \_\_\_\_\_  
☐ December; ad size: \_\_\_\_\_

### MATERIALS

☐ Pick up from: \_\_\_\_\_  
(magazine) (mm/yy) (page #)  
☐ Art Enclosed ☐ Art to be sent later ☐ Art to be emailed

### ONLINE ADS

	START DATE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
POSTERBOARD		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BANNER		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LEADERBOARD		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LINK		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

URL ADDRESS: \_\_\_\_\_

### CHARGES:

Insertion rates and color costs may be found in the media kit or online at [www.usni.org](http://www.usni.org)

Insertion Costs: .....\$ \_\_\_\_\_

Less Agency Discount: .....\$ \_\_\_\_\_

(For recognized agencies only) TOTAL DUE \$ \_\_\_\_\_

### FORM OF PAYMENT

☐ Check  
☐ Purchase Order # \_\_\_\_\_  
☐ MasterCard ☐ VISA ☐ American Express  
Card Number \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Expiration Date \_\_\_\_\_ / \_\_\_\_\_  
(month) (year)  
Signature \_\_\_\_\_

### BILLING AUTHORIZATION

\_\_\_\_\_  
(signature) (date)  
\_\_\_\_\_  
(printed name)

**Mail or Fax Insertion Order to the address below attention:**

**Advertising Manager, David Sheehan**

291 Wood Road  
Annapolis, MD 21402

p: 410.295.1041

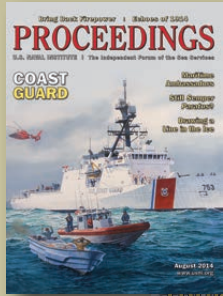
f: 410.295.1049

e: [production@usni.org](mailto:production@usni.org)

[www.usni.org](http://www.usni.org)



# Advertising Specs



Serious media plans start with *PROCEEDINGS* because the most important decision-makers on policy and defense spending consider it THEIR MAGAZINE. *PROCEEDINGS* is the “Must Read”, a necessity for the high ranking officials who will spend \$551 Billion on the nation’s defense in 2015. For once, it’s an easy decision for media buyers to make *PROCEEDINGS* the cornerstone of every media plan.

## U.S. Naval Institute ADVERTISING

291 Wood Road  
Annapolis, MD 21402  
p: 410.295.1041  
f: 410.295.1049  
e: [production@usni.org](mailto:production@usni.org)  
[www.usni.org](http://www.usni.org)

### MAGAZINE SPECS

PAGE TRIM (IN INCHES)

PAGE LIVE AREA

FULL PG NON BLEED

FULL PG BLEED

\*BLEED SPREAD

2/3

1/2 HORIZONTAL

1/2 HORIZONTAL BLEED

1/2 VERTICAL

1/2 VERTICAL BLEED

1/2 ISLAND

1/2 ISLAND BLEED

1/3 VERTICAL

1/3 SQUARE

1/4 HORIZONTAL

1/6 VERTICAL

1/6 HORIZONTAL

1/9 VERTICAL

1/12

1/24

### PROCEEDINGS

7.875" x 10.75"

7.375 x 10.25

7 x 10

8.375 x 11.25

16.25 x 11.25

4.375 x 9.375

6.625 x 4.75

8.375 x 5.75

3.265 x 9.45

4.25 x 11.25

4.375 x 7

5.15 x 7.95

2.125 x 9.45

4.375 x 4.375

6.625 x 2.375

2.125 x 4.375

4.375 x 2.125

2.125 x 2.875

2.125 x 2.125

2.125 x 1

### NAVAL HISTORY

8.125" x 10.75"

7.625 x 10.25

7 x 10

8.625 x 11.25

16.75 x 11.25

4.5 x 9.5

7 x 4.625

N/A

N/A

N/A

4.5 x 7.125

N/A

2.125 x 9.5

4.5 x 4.5

7 x 2.25

2.125 x 4.5

4.5 x 2.125

2.125 x 2.875

2.125 x 2.125

2.125 x 1

\*Gutter allowance on spreads is 1/4".

### ONLINE CREATIVE SPECIFICATIONS

AD TYPE	AD SIZE	MAXIMUM FILE SIZES:	GIF/JPG/FLASH
POSTERBOARD	300 x 250		30K 35K
BANNER	468 x 60		30K 35K
LEADERBOARD	728 x 90		30K 35K

- File size limits must include the image size and any associated script or code needed to deliver the ad (e.g. a 15K ad with associated code of 7K will be counted as 22K).
- Ad material deadlines: GIF/JPG/Flash: 2 business days prior to campaign start date.

### REPRODUCTION MATERIAL REQUIRED

- PDF files are preferred (optimized for press, with OPI deactivated).
- InDesign CS6 (or earlier) files are accepted; package the document with images and fonts.
- Photoshop (TIFF or JPG at 300 dpi or more)
- Illustrator (EPS: all fonts converted to outlines) files are accepted.
- All color must be CMYK (all Spot colors will be converted to CMYK)
- Images must be a minimum of 300 dpi (TIFF, EPS, JPG); line art 1200 dpi
- All fonts must be Open Type or Mac compatible
- No film will be accepted.
- B/W ads only: Camera-ready art is acceptable
- Emailed ads must include name of advertiser, publication, and issue in the subject line.
- A contact proof must accompany color advertising
- All material sent will be destroyed after 12 months, unless otherwise advised
- Production costs are charged on a time basis
- No corrections or cancellations accepted after closing date
- 133 line screen is recommended for best possible 4-color reproduction
- 120 line screen is recommended for best possible black and white reproduction

	PROCEEDINGS	NAVAL HISTORY
Printing	Web Offset	Web Offset
Binding	Perfect	Saddle Stitch
Cover Paper	100 lb Coated	100 lb Coated UV
Text Paper	40 lb Coated	45 lb Coated