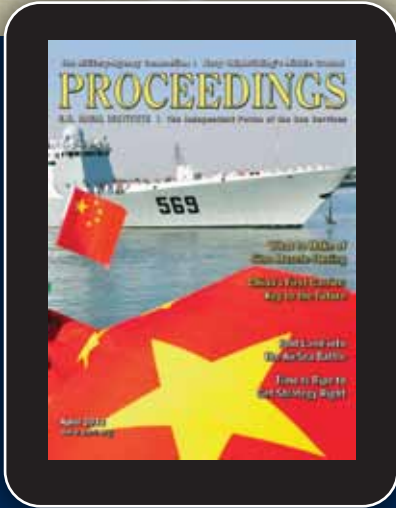


U.S. NAVAL INSTITUTE MEDIA PLANNER

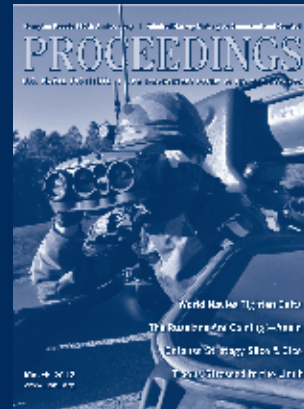
2013



PROCEEDINGS

The Independent
forum of the
Sea Services

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



INTERACTIVE



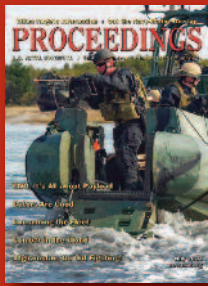
Open Your Global Gateway
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U.S. Naval Institute



USNI APP

- www.usni.org
- news.usni.org
- U.S. Naval Institute blog
- mobile applications & social media
- digital print editions





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 \$673 billion in 2013. 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 139 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.

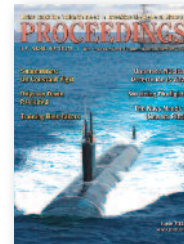


THEY WILL SPEND \$673 BILLION ON THE NATION'S DEFENSE IN 2013. TALK TO THEM WHERE THEY LIVE, IN *PROCEEDINGS*.

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

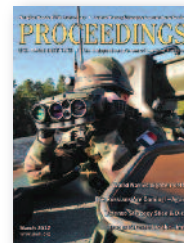
In the current reader satisfaction survey *PROCEEDINGS* ranks first with military readers in the categories of "Must Read", "Most Credible", "Most Relevant", and "Most Important" among all military magazines. Readers also believe it "Encourages Important Policy Debates". Ninety seven percent read three out of four issues (none of our competitors scored more than 26%). Readers also cite editorial quality (97%), range of content (94%), and balance of viewpoints (92%) 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* 95%**



Which publication is your "Most Credible Source"?

***PROCEEDINGS* 97%**

Virtually Every Major News Organization quoted or linked to *PROCEEDINGS* as their authoritative source more than 200,000 times in 2012.

The *PROCEEDINGS* audience engages.

- 97% carefully read or scan majority of content
- 91% spend up to two or more hours with each issue
- 97% read 3-out-of-4 issues or more

The *PROCEEDINGS* audience is unduplicated.

- 78% DO NOT belong to the Navy League or read Sea Power
- 93% DO NOT belong to the Marine Corps Association or read the Marine Corps Gazette
- 74% DO NOT regularly read the Navy Times or Marine Corps Times

CIRCULATION

PAID MAILED CIRCULATION	46,934	85.7%
SINGLE COPIES	306	.06%
EVENT & COMPLIMENTARY	3,689	6.7%
SHIPS & COMMANDS	2,889	5.3%
REGISTERED ONLINE COPIES	922	1.7%
TOTAL:	54,740	

READERSHIP

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

AFFILIATIONS

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

*2011 and 2012 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

U.S. EUROPEAN COMMAND NATO SUPREME ALLIED COMMANDER, EUROPE
Admiral James G. Stavridis

COMMANDANT OF THE U.S. COAST GUARD
Admiral Robert J. Papp Jr.

CONGRESSMAN, 4TH 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

TV:

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

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

RADIO:

Hugh Hewitt
Jim Bohannon
NPR
Voice of America
Rush Limbaugh

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

MAGAZINES:

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

GOVERNMENT:

CHINFO
Pentagon Channel
Congressional Hearings
White House

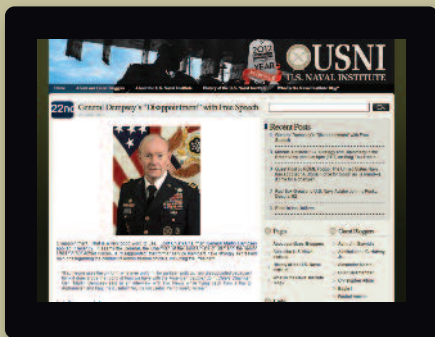
U.S. Naval Institute Online Advertising



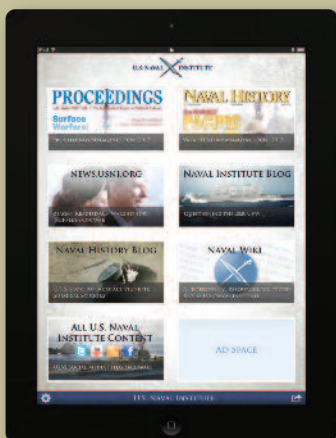
www.usni.org



news.usni.org



usni.blog



Mobile Landing Page

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

www.usni.org

INTERACTIVE is the theme for the world's leading Online "GO TO" Authoritative Source on Naval matters. 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.

news.usni.org

It's a fresh, DAILY online update from our editors on the in-depth subjects covered in PROCEEDINGS. Content-rich with interactive maps, top stories and a documents portal containing the most significant studies, reports and policy statements on naval matters.

usni.blog

Winner three years running of Best Naval Mil.Blog, the USNI Blog leads the interactive online discussion on the most pressing issues facing the nation.

New Mobile Applications & Social Media

For iPhone, iPad, Blackberry, Android phones and tablets, with more to come as they evolve. And reaching out via social media — Twitter, Facebook, RSS Feeds and more.

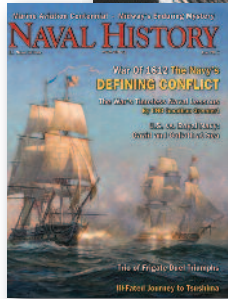


Powerful New Apps

New App for PROCEEDINGS, NAVAL HISTORY, and essentially all U.S. Naval Institute content on any smart phone or tablet. Downloads full content even when the internet is not available — then refreshes once you reconnect. Includes all text, photos, art and ads.

Other U.S. Naval Institute Vehicles

NAVAL HISTORY



Now in the App Store and on the Apple Newsstand!

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

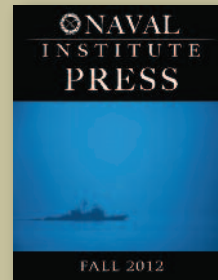
presentations explaining key naval engagements, period photography and fine art. Our nation's naval leadership has put an emphasis on the importance of its heritage, and today's policy makers believe in learning the lessons of history. Defense contractors who share a history with the Navy know that advertising in *NAVAL HISTORY* associates them respectfully with naval leadership and is a sincere way to say "Thank You" to their Navy partners.

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



The Naval Institute Press— Over 1000 titles

120 new titles and eBooks each year from military desk references to best-seller Tom Clancy.

Americans-At-War

Award-winning HD video series of 90-second vignettes featuring ordinary Americans called to extraordinary heroism.



Conferences



Bringing top thinkers, writers, leaders and strategists

together to debate solutions for our national security.

Photo Archives & Oral Histories

Preserving the nation's heritage of half a million rare, one-of-a-kind photos, and dramatic audio recollections of our military heroes in their own voices.

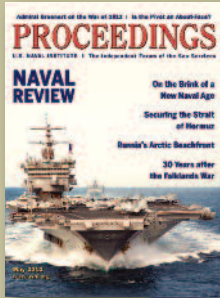


The Naval Institute Foundation

Supporting the important work of the U.S. Naval Institute through generous donor contributions.



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 \$688 Billion on the nation’s defense in 2012. 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
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
RECTANGLE	300 x 250		30K	35K
BANNER	468 x 60		30K	35K
HALF PAGE	300 x 600		30K	35K

- Flash files must adhere to the same file size limits as shown above and may not exceed 18 FPS (frames per second).
- 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 CS3 (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

ADVERTISING RATES: EFFECTIVE 1/1/2013

4-COLOR	PROCEEDINGS				NAVAL HISTORY			COMBINATION		
	1X	3X	6X	12X	1X	3X	6X	1X	3X	6 & 12X
2 PAGE SPREAD	\$13,958	\$13,792	\$13,512	\$12,837	\$6,442	\$6,341	\$6,247	\$17,647	\$17,331	\$17,022
1/2 PAGE SPREAD	\$9,443	\$9,247	\$9,076	\$8,741	\$4,851	\$4,788	\$4,731	\$12,758	\$12,569	\$12,373
FULL PAGE	\$8,652	\$8,450	\$8,118	\$7,931	\$3,809	\$3,745	\$3,689	\$10,674	\$10,485	\$10,289
2/3 PAGE	\$6,310	\$6,167	\$6,031	\$5,764	\$2,438	\$2,394	\$2,350	\$7,447	\$7,289	\$7,137
1/2 PAGE ISLAND	\$5,362	\$5,242	\$5,135	\$4,914	\$2,147	\$2,110	\$2,072	\$6,562	\$6,430	\$6,303
1/2 PAGE HORIZONTAL	\$5,523	\$5,399	\$5,289	\$5,061	\$2,021	\$1,990	\$1,958	\$6,026	\$5,912	\$5,792
1/3 PAGE	\$3,487	\$3,416	\$3,348	\$3,209	\$1,655	\$1,630	\$1,620	\$4,491	\$4,409	\$4,383
1/4 PAGE	\$2,792	\$2,735	\$2,691	\$2,583	\$1,478	\$1,459	\$1,440	\$3,726	\$3,663	\$3,613
1/6 PAGE	\$2,305	\$2,261	\$2,223	\$2,141	\$1,263	\$1,251	\$1,238	\$3,152	\$3,108	\$3,063
1/9 PAGE	\$1,516	\$1,491	\$1,472	\$1,434	\$985	\$979	\$973	\$2,255	\$2,223	\$2,204
1/12 PAGE	\$1,200	\$1,187	\$1,175	\$1,150	\$846	\$840	\$834	\$1,882	\$1,870	\$1,851

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

COVERS (REQUIRES 6x OR 12x SCHEDULE)

COVER 2		\$10,099	\$9,594		\$4,415		\$12,285
COVER 3		\$9,089	\$8,634		\$4,141		\$12,121
COVER 4		\$10,295	\$9,780		\$4,448		\$12,499

COLOR MATCHED (ANY FREQUENCY): \$948

DIRECT RESPONSE: DEDUCT 50% FROM ABOVE RATES. **CLASSIFIED:** NOT OFFERED.

ONLINE AD PERFORMANCE AND RATES

AD TYPE	PLACEMENT	IMPRESSIONS	CPM	MONTHLY RATE
RECTANGLE	USNI.ORG			
300 x 250 \$15 CPM	Proceedings	45,191	\$15	\$678
BANNER	Naval History	11,361	\$15	\$170
468 x 60 \$15 CPM	Store	69,577	\$15	\$1,044
HALF PAGE	USNI BLOG	52,955	\$15	\$794
300 x 600 \$15 CPM	NAVAL HISTORY BLOG	15,250	\$15	\$229
	NEWSLETTERS			
	USNI APP/Page	N/A	FULL PAGE	\$8,200

All ad space sold on monthly 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.

PROCEEDINGS EDITORIAL CALENDAR: 2013

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
JANUARY: Surface Warfare	<ul style="list-style-type: none"> • Making LCS sea swap work • How to improve operational readiness • Smaller budget—smaller fleet? 	November 28, 2012	December 5, 2012	Surface Navy Expo, U.S. Naval Institute/AFCEA WEST 2013
FEBRUARY: Shipbuilding	<ul style="list-style-type: none"> • Finding the right balance • How to control costs • Time to reform procurement processes? 	December 28, 2012	January 4, 2013	Marine West, ASNE Day, AUVSI's Unmanned Systems Program Review
MARCH: International Navies	<ul style="list-style-type: none"> • World CNOs weigh in • World combat fleets review • The Russian Navy in search of a mission 	January 25, 2013	February 6, 2013	Naval Expeditionary Forces Symposium and Expo
APRIL: China	<ul style="list-style-type: none"> • China's navy: blue water fleet or regional force? • The role of AirSea Battle • The view from other Pacific nations 	February 28, 2013	March 5, 2013	Sea Air Space, Marine South
MAY: Naval and Merchant Marine Review Issue	<ul style="list-style-type: none"> • Navy and merchant marine review • USN flag list • DOD organization charts • Congressional committees • U.S. battle force changes 	March 26, 2013	April 5, 2013	U.S. Naval Institute/AFCEA Joint Warfare 2013
JUNE: Submarine / ASW / Mine Warfare	<ul style="list-style-type: none"> • UK, US, and Australian sub building programs • The Submarine Census • A more affordable SSBN(X) 	April 30, 2013	May 3, 2013	Paris Air Show
JULY: The Artic	<ul style="list-style-type: none"> • New routes, new threats? • U.S. capabilities in the region - more icebreakers? 	May 28, 2013	June 4, 2013	
AUGUST: Coast Guard Review	<ul style="list-style-type: none"> • USCG flag list • Organization chart • Recapitalizing the cutter fleet 	June 28, 2013	July 3, 2013	Surface Navy West, AUVSI's Unmanned Systems North America
SEPTEMBER: Naval Aviation	<ul style="list-style-type: none"> • The future carrier air wing: finding the right mix • How to survive with 10 carriers • Carrier killer: overhyped threat? 	July 26, 2013	August 6, 2013	DSEI, Tailhook, Modern Day Marine
OCTOBER: Homeland Security & Defense	<ul style="list-style-type: none"> • Spending money on the right tools • Using biometrics to track terrorists • Cyber attack—how vulnerable are we? 	August 27, 2013	September 6, 2013	AUSA, Naval Submarine League
NOVEMBER: Marine Corps Review	<ul style="list-style-type: none"> • USMC general officer list • Organization chart • Getting Marines back to sea 	September 27, 2013	October 5, 2013	Coast Guard Innovation
DECEMBER: Future Navy	<ul style="list-style-type: none"> • Robots at war • Alternative energy sources: worth the cost? • New roles for unmanned vehicles 	October 25, 2013	November 6, 2013	I/ITSEC

NAVAL HISTORY EDITORIAL CALENDAR: 2013

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
FEBRUARY: USMC's Expeditionary Roots	As an era of U.S. Marines serving in protracted conflicts, in Iraq and Afghanistan, winds down, Naval History examines the Corps' historical mission—expeditionary warfare—and how Marines revolutionized power projection from the sea in the 20 th century.	November 7, 2012	November 21, 2012	SNA U.S. Naval Institute / AFCEA West 2013
APRIL: Battle in the Persian Gulf	Twenty-five years ago, the U.S. Navy was center stage when a quasi-war with Iran erupted in the Persian Gulf. This issue of Naval History looks at the climactic events of April 1988, from the frigate Samuel B. Roberts' fight for survival to the largest sea-air battle fought since World War II.	January 7, 2013	January 23, 2013	Sea Air Space ASNE Day U.S. Naval Institute / AFCEA JWC 2013
JUNE: Civil War Sesquicentennial	This issue's Civil War sesquicentennial package focuses on the long campaign for Vicksburg. To capture the key Mississippi River fortress, Union Navy and Army commanders were forced to do something that didn't come naturally during the conflict—work together.	March 5, 2013	March 19, 2013	Paris Air Show
AUGUST: Guadalcanal and the Solomon Island Campaign	In February 1943, U.S. forces victoriously concluded the Guadalcanal campaign. In this issue, Naval History examines their subsequent grueling climb up the rest of the Solomon Islands chain, focusing on U.S. Navy night battles against the "Tokyo Express" and the Marines and Army's frustrating efforts to capture New Georgia.	May 7, 2013	May 21, 2013	SNA West
OCTOBER: War of 1812	During the War of 1812, the Royal Navy dwarfed the U.S. Navy on the high seas, but on Lakes Erie, Ontario, and Champlain, they fought on even terms. This issue's bicentennial package examines the war on the northern lakes, including William Hazard Perry's 10 September 1813 "signal victory" on Lake Erie.	July 3, 2013	July 23, 2013	Tailhook Modern Day Marine AUSA Naval Submarine League
DECEMBER: The Carrier War	While large U.S. Navy fleet carriers were instrumental in winning the Pacific war, smaller American escort carriers played a key role in Atlantic. This issue of Naval History looks at the "carrier war" the Navy waged against German submarines, which featured hunter-killer groups effectively ending the U-boat menace to Allied shipping.	September 6, 2013	September 20, 2013	2011 Coast Guard Innovation I/ITSEC

NAVAL HISTORY: While *PROCEEDINGS* is our flagship publication, the U.S. Naval Institute, the world's leading forum of independent thought on strengthening and supporting our Nation's sea services, also publishes other strong media vehicles that target the military.

Naval History is an up-close and personal account by the people who

participated in our naval triumphs and tragedies. Brilliantly illustrated with dramatic period photography and fine art, it features news-making historical discoveries and insightful scholarly analyses.

Naval History is available to every active duty service member—more than 580,000 via usni.org.

INSERTION ORDER: 2013

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
RECTANGLE:		<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"/>
HALF PAGE:		<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

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
www.usni.org

