

ADVERTISING RATES: EFFECTIVE 1/1/2009

4-COLOR	PROCEEDINGS				NAVAL HISTORY			COMBINATION		
	1X	3X	6X	12X	1X	3X	6X	1X	3X	6 & 12X
2 PAGE SPREAD	\$11,702	\$11,464	\$11,231	\$10,777	\$5,516	\$5,429	\$5,348	\$15,109	\$14,838	\$14,573
1/2 PAGE SPREAD	\$8,084	\$7,917	\$7,771	\$7,484	\$4,153	\$4,099	\$4,050	\$10,923	\$10,761	\$10,593
FULL PAGE	\$7,192	\$7,024	\$6,878	\$6,592	\$3,261	\$3,207	\$3,158	\$9,139	\$8,976	\$8,809
2/3 PAGE	\$5,245	\$5,126	\$5,013	\$4,791	\$2,087	\$2,049	\$2,012	\$6,375	\$6,240	\$6,110
1/2 PAGE ISLAND	\$4,591	\$4,488	\$4,396	\$4,207	\$1,839	\$1,806	\$1,774	\$5,618	\$5,505	\$5,397
1/2 PAGE HORIZONTAL	\$4,175	\$4,088	\$3,996	\$3,823	\$1,730	\$1,703	\$1,676	\$5,159	\$5,061	\$4,959
1/3 PAGE	\$2,985	\$2,925	\$2,866	\$2,747	\$1,417	\$1,395	\$1,482	\$3,845	\$3,774	\$3,753
1/4 PAGE	\$2,390	\$2,341	\$2,304	\$2,212	\$1,265	\$1,249	\$1,233	\$3,190	\$3,136	\$3,093
1/6 PAGE	\$1,974	\$1,936	\$1,903	\$1,833	\$1,082	\$1,071	\$1,060	\$2,698	\$2,660	\$2,623
1/8 PAGE	\$1,298	\$1,276	\$1,260	\$1,228	\$844	\$838	\$833	\$1,930	\$1,903	\$1,887
1/12 PAGE	\$1,027	\$1,017	\$1,006	\$984	\$725	\$719	\$714	\$1,611	\$1,601	\$1,584

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

COVERS (REQUIRES 6X OR 12X SCHEDULE)

COVER 2		\$8,647	\$8,214		\$3,780		\$10,518
COVER 3		\$7,781	\$7,392		\$3,545		\$10,377
COVER 4		\$8,814	\$8,374		\$3,808		\$10,701

COLOR MATCHED (ANY FREQUENCY): \$811

DIRECT RESPONSE: DEDUCT 50% FROM ABOVE RATES.

CLASSIFIED: NOT OFFERED.

ON-LINE

USNI.ORG / THE GOUGE / NEWSLETTERS & ALERTS

PER MONTH	1 MONTH	3 MONTH	6 MONTH	12 MONTH
RECTANGLE				
180 X 150 IMU	\$520	\$500	\$460	\$420
LARGE RECTANGLE				
300 X 250 IMU	\$940	\$800	\$720	\$690
CENTER COLUMN				
420 X 195	\$1,390	\$1,200	\$1,090	\$980

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 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.