

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
- 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%
TOTAL:	56,075	

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, 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

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

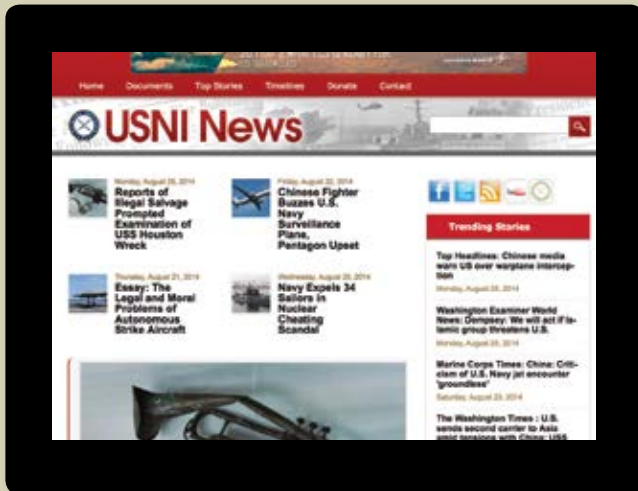
U.S. Naval Institute Digital Advertising



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!



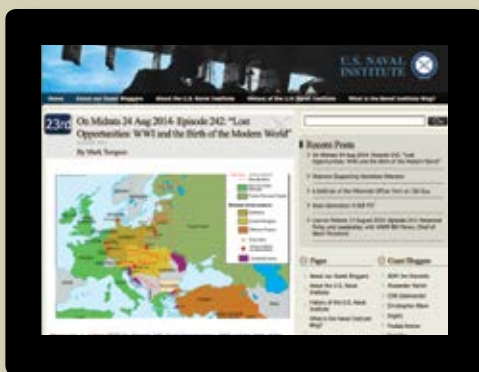
www.usni.org

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.



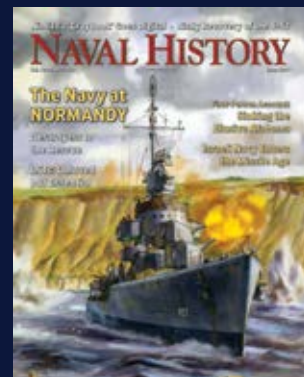
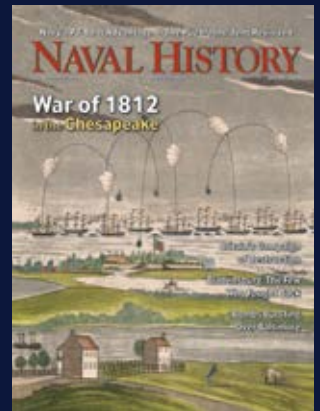
usni.blog

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

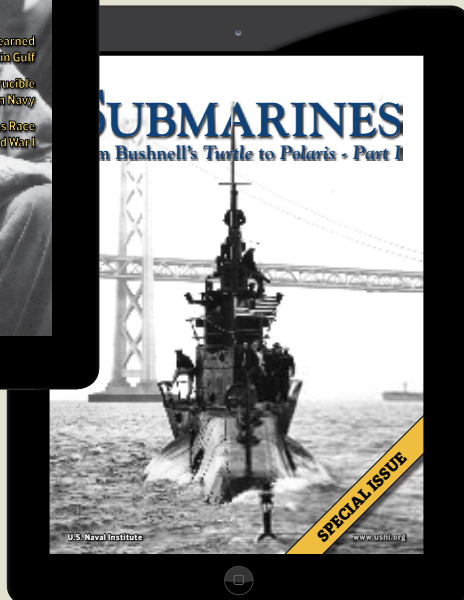
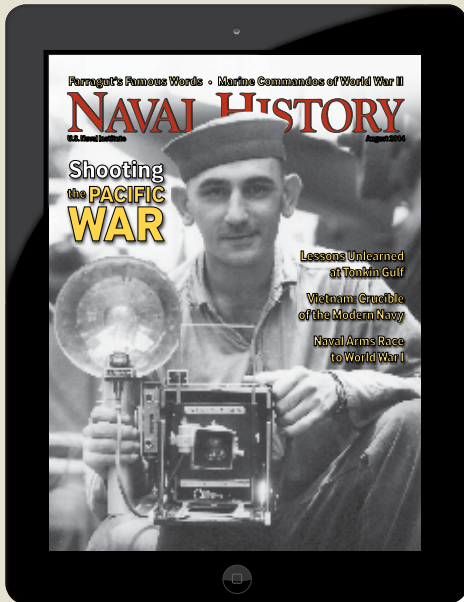


that advertising in *NAVAL HISTORY* associates them respectfully with naval leadership and is a sincere way to say "Thank You" to their Navy partners."

"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

4-COLOR	PROCEEDINGS				NAVAL HISTORY			COMBINATION		
	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	\$10,18	\$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

 Leaderboard: 728 x 90 pixels  Banner: 468 x 60 pixels  Posterboard: 300 x 250 pixels	Premium Placement	MONTHLY FLAT RATE POSTERBOARD	CPM	MONTHLY FLAT RATE BANNER	CPM	MONTHLY FLAT RATE 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

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



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
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

PROCEEDINGS EDITORIAL CALENDAR: 2015

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
JANUARY: Surface Warfare	<ul style="list-style-type: none"> • Shipbuilding and strategy • Modular warships • Surface fleet readiness 	November 25, 2014	December 3, 2014	Surface Navy Expo, Marine West
FEBRUARY: Unmanned Vehicles	<ul style="list-style-type: none"> • UAV interoperability • Drones for defense 	December 30, 2014	January 6, 2015	USNI/AFCEA WEST, ASNE Day
MARCH: International Navies	<ul style="list-style-type: none"> • World CNOs weigh in • World combat fleets review • Latin American partnerships 	January 27, 2015	February 4, 2015	Naval Expeditionary Forces Symposium and Expo
APRIL: China	<ul style="list-style-type: none"> • Targeting China's maritime trade • First island chain threat • China's ASW capability 	February 27, 2015	March 4, 2015	Sea Air Space, Marine South
MAY: Annual Naval 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 27, 2015	April 3, 2015	AUVSI Unmanned Systems 2015, SOFIC
JUNE: Submarine Warfare / ASW / Mine Warfare	<ul style="list-style-type: none"> • Full-spectrum ASW • Submarine safety 	April 29, 2015	May 5, 2015	Paris Air Show
JULY: Information Warfare	<ul style="list-style-type: none"> • Command and control • Battle-space awareness • Integrated fires 	May 27, 2015	June 4, 2015	
AUGUST: Coast Guard Review	<ul style="list-style-type: none"> • USCG flag list • Organization chart • Recapitalizing the cutter fleet • 70th anniversary of end of WWII 	June 26, 2015	July 7, 2015	Surface Navy West
SEPTEMBER: Naval Aviation	<ul style="list-style-type: none"> • Maritime Patrol Force upgrade • Joint Strike Fighter update 	July 28, 2015	August 4, 2015	DSEI, Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization.
OCTOBER: Homeland Security & Defense	<ul style="list-style-type: none"> • Coastal surveillance • Port security • Hostile intent in cyberspace: how can we tell? 	August 27, 2015	September 4, 2015	AUSA, Naval Submarine League
NOVEMBER: Marine Corps Issue	<ul style="list-style-type: none"> • USMC general officer list • Organization chart • Future Corps surface connectors 	September 29, 2015	October 6, 2015	AUVSI Unmanned Systems Program Review
DECEMBER: The Artic	<ul style="list-style-type: none"> • A new strategy for the Arctic • Military developments in the region 	October 28, 2015	November 4, 2015	I/ITSEC

NAVAL HISTORY EDITORIAL CALENDAR: 2015

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
FEBRUARY: African-Americans in Naval Service	An examination of events, issues, and individuals surrounding the integration of the U.S. Sea Services.	November 5, 2014	November 19, 2014	USNI/AFCEA WEST, ASNE Day, Naval Expeditionary Forces Symposium and Expo
APRIL: The U.S. Marine Corps' Vietnam Experience	50 years after Marines came ashore at Danang, we take a broad look at the Corps' role in the Vietnam War—on the ground and in the air.	January 6, 2015	January 21, 2015	Sea Air Space, Marine South, AUVSI Unmanned Systems 2015
JUNE: Rise and Fall of the U.S. Ironclad Navy	The U.S. Navy quickly built up the world's most powerful fleet of armored warships during the Civil War, only to sell off the vessels or allow them to rust away in the subsequent years.	March 4, 2015	March 18, 2015	Paris Air Show Air Show
AUGUST: Pacific War Carrier Plane Aviators	Profiles of and accounts from daring young pilots and aircrewmembers who were on the cutting edge of U.S. Navy action in World War II.	May 6, 2015	May 20, 2015	Surface Navy West, AUVSI's Unmanned Systems North America, Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization.
OCTOBER: Cruisers: Workhorses of the Fleet	A look at the evolution of—and sailors' experiences on board—the versatile warships that were smaller than battleships and bigger than destroyers.	July 7, 2015	July 22, 2015	AUSA, Naval Submarine League, AUVSI Unmanned Systems Program Review
DECEMBER: Vietnam's River War	Beginning in late 1965, small U.S. Navy craft began plying the Mekong Delta's network of waterways to take the fight to the Vietcong.	September 8, 2015	September 16, 2015	DSEI

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.