

ADVERTISING RATES—Effective 1/1/2018

4-COLOR	PROCEEDINGS				NAVAL HISTORY			COMBINATION		
	1x	3x	6x	12x	1x	3x	6x	1x	3x	6 & 12x
2 Page Spread	\$15,252	\$15,071	\$14,764	\$14,027	\$7,040	\$6,929	\$6,826	\$19,283	\$18,938	\$18,600
1/2 Page Spread	\$10,318	\$10,104	\$9,918	\$9,552	\$5,301	\$5,232	\$5,169	\$13,942	\$13,734	\$13,521
Full Page	\$9,455	\$9,234	\$8,870	\$8,666	\$4,162	\$4,093	\$4,031	\$11,664	\$11,457	\$11,243
2/3 Page	\$6,895	\$6,739	\$6,590	\$6,298	\$2,664	\$2,616	\$2,567	\$8,137	\$7,965	\$7,799
1/2 Page Island	\$5,860	\$5,728	\$5,611	\$5,370	\$2,347	\$2,305	\$2,264	\$7,171	\$7,026	\$6,888
1/2 Page Horizontal	\$6,035	\$5,900	\$5,779	\$5,531	\$2,209	\$2,174	\$2,140	\$6,584	\$6,460	\$6,329
1/3 Page	\$3,810	\$3,733	\$3,658	\$3,506	\$1,808	\$1,781	\$1,770	\$4,907	\$4,817	\$4,790
1/4 Page	\$3,051	\$2,988	\$2,940	\$2,823	\$1,615	\$1,594	\$1,574	\$4,072	\$4,003	\$3,948
1/6 Page	\$2,519	\$2,471	\$2,429	\$2,340	\$1,380	\$1,367	\$1,353	\$3,444	\$3,396	\$3,347
1/9 Page	\$1,656	\$1,629	\$1,608	\$1,567	\$1,077	\$1,070	\$1,063	\$2,464	\$2,429	\$2,409
1/12 Page	\$1,311	\$1,298	\$1,284	\$1,256	\$925	\$918	\$911	\$2,057	\$2,043	\$2,022

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




COVERS (REQUIRES 6x OR 12x SCHEDULE)

COVER 2		\$11,036	\$10,484		\$4,824		\$13,424
COVER 3		\$9,932	\$9,435		\$4,525		\$13,244
COVER 4		\$11,250	\$10,687		\$4,860		\$13,659

COLOR MATCHED (ANY FREQUENCY): \$1,005

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 LEADERBOARD	MONTHLY FLAT RATE BANNER	MONTHLY FLAT RATE POSTERBOARD
	USNI News	\$4,000	\$2,500	\$2,700
	USNI.ORG	Call	Call	\$2,225
	NEWSLETTERS	N/A	\$2,995	\$2,495

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 canceled 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.

For more information on *Advertising Rates* or to book your ad call Dave Sheehan at 410-295-1041 or email dsheehan@usni.org.