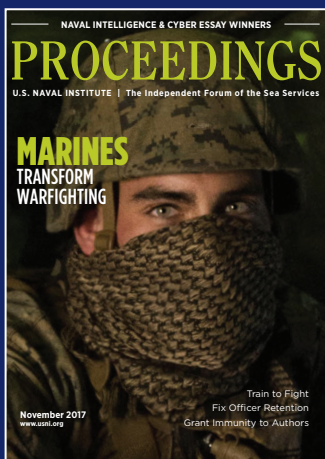


2018 | U.S. NAVAL INSTITUTE MEDIA PLANNER



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

- U.S. Naval Institute (usni.org)
- USNI News
- *Proceedings Today*
- *Proceedings*
- USNI Blog
- Naval History & Proceedings Apps



PROCEEDINGS—In Print and Online

The Independent Forum of the Sea Services

Proceedings magazine published monthly by the U.S. Naval Institute

2018 *PROCEEDINGS* EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE	BONUS DISTRIBUTION
JANUARY: Surface Warfare	11/27/17	12/7/17	Surface Navy Expo
FEBRUARY: Shipbuilding	12/29/17	1/8/18	USNI/AFCEA WEST, Marine West, AUVSI Unmanned Systems Defense,
MARCH: International Navies	1/26/18	2/5/18	
APRIL: Personnel Issues	2/26/18	3/5/18	Sea Air Space, AUVSI Xponential, Marine South
MAY: Annual Naval Review Issue	3/28/18	4/4/18	SOFIC
JUNE: Unmanned Vechiles	4/30/18	5/7/18	ASNE Technology, System Ships
JULY: Cyber	5/27/18	6/7/18	Farnbough Air Show Surface Navy West
AUGUST: Coast Guard Review	6/27/18	7/8/18	
SEPTEMBER: Naval Aviation	7/30/18	8/6/18	Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization
OCTOBER: Submarine Warfare / ASW / Mine Warfare	8/29/18	9/5/18	AUSA, Naval Submarine League, Euronaval
NOVEMBER: Marine Corps Issue	9/28/18	10/8/18	AUVSI Unmanned Systems Program Review, I/ITSEC
DECEMBER: Tomorrow's Navy	1029/18	11/5/18	

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 three-out-of-four issues or more

The *PROCEEDINGS* audience is not duplicated.

- › 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

READERSHIP

Active Duty	31%
Reserve	4%
Defense Industry	29%
Defense Industry (Civilian)	7%
Pentagon	5%
Capitol Hill	3%
Homeland Security	2%
Universities	2%
Retired	17%

CIRCULATION

Paid Mailed		
Circulation	48,393	88.6%
Single Copies	198	.4%
Event & Complimentary	2,014	3.7%
Ships & Commands	2,798	5.1%
Registered Online Copies	1,218	2.3%
TOTAL:	54,621	

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



Our digital properties have grown exponentially over the past five years and are the clear market leaders in reaching the Sea Services audience.

news.usni.org

USNI News exploded onto the scene to become the Sea Services online “daily” of record. Already bookmarked and read by military readers around the globe, USNI News targeted content features four to five original stories daily. It increases the Naval Institute’s already significant reach and influence to even more of the Sea Services’ most influential players. Each month, our top ten cities include Washington, San Diego, New York, Los Angeles and Norfolk so you know the right people—those who have and still are serving—are reading us.

- Full-time journalists research and write all original content.
- Nearly 1,000,000 page views are generated each month, 25% of which are international.
- Stories are featured almost every day on “CHINFO Clips” are picked by just about every other news organization that counts.
- A daily digest gets pushed out to 32,000+ subscribers each night and features more than a 30% open rate!



Proceedings Today

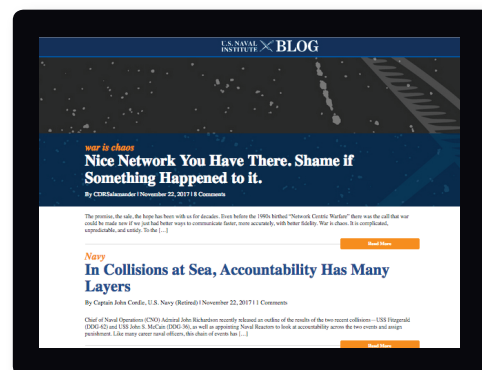
Proceedings Today launched in May 2017 and already has become a favorite destination on our website. Expanding upon *Proceedings* magazine’s mission to provide an open forum for the nation’s defense, *Proceedings Today* is three to four stories a week—mostly commentary and analysis on events happening in and impacting the Sea Services and national security. It allows the Naval Institute to reach *Proceedings* readers between the monthly magazine releases. With numbers trending sharply up, online readership of *Proceedings* and *Proceedings Today* features:

- More than 35,000 unique page views a week
- Individual stories have reached as high as 30,000 unique page views
- A weekly e-mail digest that goes to 60,000 subscribers with more than a 20% open rate and 4% click rate.



The final digital portions of USNI’s offering include our main website and our Blog. **USNI.ORG** is the place to further engage with our members, and is where all of our e-commerce takes place. At USNI.ORG people can join USNI, purchase books, register for conferences, and keep up with all that’s new at the Institute. Our Blog is the leading naval blog in the country—both in numbers and influence. A spot for lively discussions and provocative ideas, the Blog is a favorite destination for those who want to engage in the exchange of ideas that are a life-blood of the profession.

- USNI.ORG has 300,000+ page views a month
- USNI Blog has 90,000+ page views a month



2018 NAVAL HISTORY EDITORIAL CALENDAR

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
January/February	Turning Point in Vietnam While Marines survived a siege at Khe Sanh 50 years ago, elsewhere in South Vietnam their Leatherneck comrades played key roles during the Tet Offensive, defending the U.S. Embassy in Saigon and recapturing the historic town of Hue.	November 5, 2017	November 19, 2017	Surface Navy Expo, Marine West, USNI/AFCEA WEST
March/April	Battle of the Atlantic Climax In the spring of 1942, a convoy of more than 40 Allied ships set out from Liverpool for Halifax. En route they were continually attacked by some 30 U-boats, but the survivors' arrival signaled that the strategic balance in the Battle of the Atlantic had tipped in the Allies' favor.	January 6, 2017	January 21, 2017	Sea Air Space, Marine South
May/June	Marine Corps Crucible In their first major prolonged land campaign, U.S. Marines proved their toughness at Belleau Wood and on other Great War battlefields in France, setting the scene for even greater exploits in World War II.	March 4, 2017	March 18, 2017	AUVSI Xponential, SOFIC,
July/August	Beat to Quarters! Shiphandling and battle tactics in the Age of Fighting Sail.	May 6, 2017	May 20, 2017	Surface Navy West
September/October	Mediterranean Proving Ground Prior to D-Day, Allied forces conducted three major amphibious operations in the Mediterranean that climaxed with the landings at Salerno, Italy, 75 years ago.	July 7, 2017	July 22, 2017	Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization, AUSA, Naval Submarine League
November/December	World War I Report Card How did U.S. naval forces perform in the Great War and would they learn lessons from their experiences that better prepared them for the next global conflict?	September 8, 2017	September 16, 2017	I/ITSEC

NAVAL HISTORY magazine is the gold standard for coverage of our Sea Service past—from riveting eyewitness battle accounts to in-depth analysis by leading historians to detailed profiles of ships and aircraft. It's all beautifully illustrated with period photographs, fine art, and precise diagrams and maps. NAVAL HISTORY's esteemed list of contributors includes two serving Chiefs of Naval Operations—clear proof that our nation's naval leadership

puts 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, Marines, and Coast Guard know that advertising in NAVAL HISTORY associates them respectfully with naval leadership and is a sincere way to say "Thank You" to their Sea Service partners.

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

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.

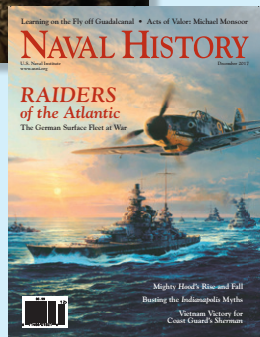
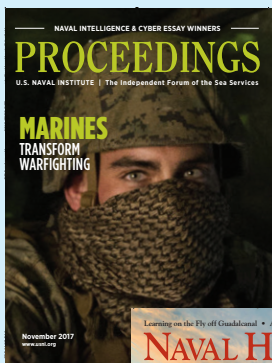
SPACE COMMITMENTS may be canceled upon written notice received seven days or more in advance of the published issue closing

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.**

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 \$583 billion on the nation’s defense in 2018. 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 Vertical

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 Square

1/24 Horizontal

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
Leaderboard	728 x 90	30K	35K
Banner	468 x 60	30K	35K
Posterboard	300 x 250	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 CC (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

INSERTION ORDER: 2018

Date: _____ Advertiser: _____

BILLING INFORMATION (Where bill should be sent)

Company: _____ Phone: _____
 Contact Name: _____ Fax: _____
 Address: _____ Email: _____
 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



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