



2010 Media Kit

# SEAPOW

NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE



# SEAPOWER

SEAPOWER magazine and its Almanac issue are official publications of the Navy League of the United States, an international organization founded in 1902 to support the U.S. sea services. SEAPOWER articles cover a wide range of topics including national defense, foreign policy, naval affairs, maritime issues, homeland security and defense research, development and procurement. SEAPOWER coverage focuses on such areas as defense strategies, emerging technologies and ways to improve the operational concepts and managerial processes of the U.S. sea services.

SEAPOWER's principal mission is to educate Congress and the American people about the activities, requirements and accomplishments of the sea services and U.S.-flag Merchant Marine. It also provides a forum for senior sea service leaders to express their views on various topics of concern. SEAPOWER supports and encourages the programs of the Navy League councils throughout the United States and overseas.

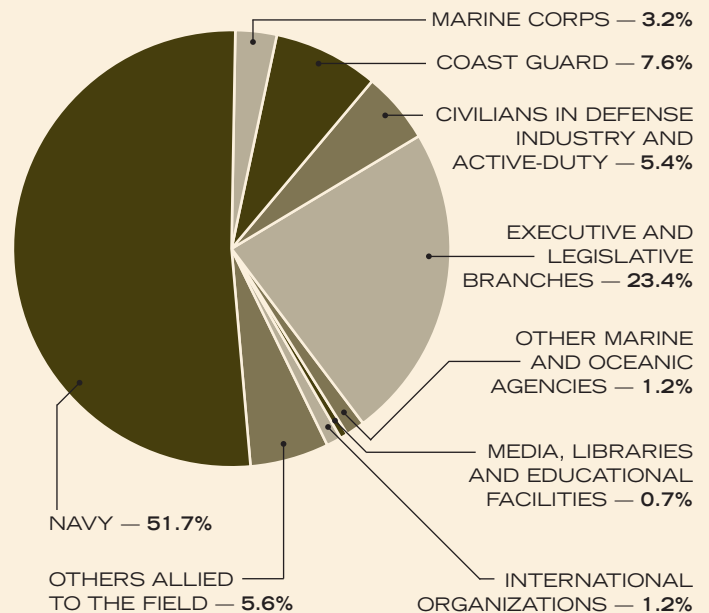
## YOUR MESSAGE GETS TO THE RIGHT PEOPLE

SEAPOWER is the only audited monthly magazine that focuses exclusively on the nation's naval and maritime policies and priorities. With a total circulation of approximately 50,000, SEAPOWER's exclusive distribution gets your advertising message to the key people you want to reach.

Many defense leaders and professionals receive SEAPOWER and its Almanac issue because they are on our Controlled Circulation list, comprising about 5,000 key officials and executives involved in the politics and business of defense.

The Controlled List Includes:

- All members of the U.S. Senate and House of Representatives, with additional distribution to staffs of the Appropriations, Armed Services, Homeland Security and Transportation/Maritime committees and subcommittees in each house of Congress.
- Senior members of the U.S. Maritime Administration, U.S. Transportation Command and Military Sealift Command.



QUALIFIED NON-PAID CIRCULATION BREAKOUT

SOURCE: BPA CIRCULATION STATEMENT, JUNE 2009



INTERVIEW: MAERSK ALABAMA CAPT. RICHARD PHILLIPS

MARITIME INSURANCE / NAVY UPGRADES AMPHIBIOUS FLEET

KEY MOVES FORWARD / USCG BATTLES REMEMORABLE SMUGGLERS

INTERVIEWS: ADM. JONATHAN W. GREENERT / ADM. TIMOTHY J. KEATING



“Echoing the Navy League’s advocacy mission, SEAPOWER remains a prescient source of objective coverage of the issues we face in ensuring that our defenders and the materiel we supply them with are second to none.”

**SEN. JOHN MCCAIN, R-ARIZ.**

RANKING MEMBER, SENATE ARMED SERVICES COMMITTEE



“With today’s high tempo of military operations and homeland security missions, we are asking our military, including members of the Sea Services, to do more than ever. The Navy League’s SEAPOWER magazine is a trusted and valued source in the halls of Congress, drawing attention to the concerns of the U.S. Navy, Marine Corps, Coast Guard and U.S.-flag Merchant Marine.”

**REP. IKE SKELTON, D-MO.**

CHAIRMAN, HOUSE ARMED SERVICES COMMITTEE



“I often rely on SEAPOWER magazine to keep me apprised of the most important issues affecting our Sea Services. It’s another great example of how the U.S. Navy League supports our men and women in uniform, providing a wide range of feature articles and analyses that highlight the tremendous accomplishments and sacrifices made by our courageous Coast Guard, Navy and Marine Corps forces at home and around the globe.”

**ADM. THAD ALLEN**

COMMANDANT OF THE U.S. COAST GUARD

**2010 RATE CARD**

	1X	3X	6X	9X	12X	18X	24X	ALMANAC*
<b>INTERIOR [ 4-COLOR ]</b>								
2-PAGE SPREAD	14,970	13,800	13,400	13,060	12,830	12,430	12,070	18,450
1 PAGE	7,670	7,080	6,870	6,700	6,580	6,380	6,190	9,460
2/3 PAGE	6,140	5,880	5,630	5,580	5,530	5,370	5,200	7,560
1/2 PAGE	5,290	5,030	4,820	4,770	4,690	4,550	4,410	6,560
1/3 PAGE	4,300	4,040	3,890	3,840	3,780	3,670	3,550	
1/4 PAGE	3,580	3,440	3,370	3,280	3,210	3,120	3,030	
1/6 PAGE	2,790	2,630	2,540	2,490	2,450	2,380	2,310	
DIVIDER TAB								12,470

**COVERS [ SOLD ON COMMITMENT OF 6X OR MORE ]**

COVER 2			9,410	9,120	8,820	8,260	7,730	12,850
COVER 3			8,370	8,180	7,910	7,630	7,230	10,720
COVER 4			9,430	9,360	9,130	8,540	8,010	14,280

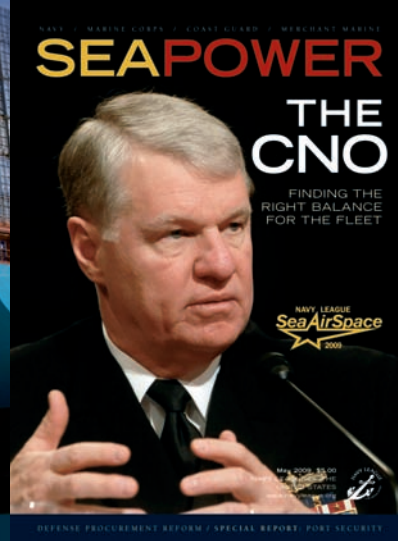
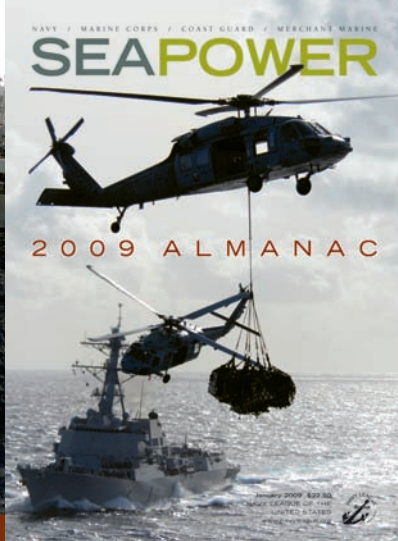
**DIGITAL RATES AND SPECIFICATIONS AVAILABLE UPON REQUEST**

**NOTE:** ALL ADS WILL BE PLACED RUN OF BOOK. SPECIAL POSITIONING RATE = \$400 PER AD PER ISSUE (EXCLUDING COVERS).

\* SEAPOWER’S ALMANAC EDITION IS A 1X RATE AND WILL COUNT TOWARD THE FREQUENCY DISCOUNT.

## 2010 EDITORIAL CALENDAR

ISSUE	DEADLINES	EDITORIAL HIGHLIGHTS	TRADE SHOWS (SUBJECT TO CHANGE)
<b>JANUARY</b> SEAPOWERS Almanac	TAB SPACE: Nov. 13, 2009 TAB MATERIALS: Nov. 20, 2009 SPACE: Dec. 3, 2009 MATERIALS: Dec. 10, 2009	<ul style="list-style-type: none"> <li>• All the ships, aircraft and systems of the sea services</li> <li>• The uniformed and civilian leadership in Defense and Homeland Security</li> </ul>	
<b>FEBRUARY</b> Network-Centric Warfare Communications	SPACE: Jan. 5, 2010 MATERIALS: Jan. 11, 2010	<ul style="list-style-type: none"> <li>• The power of networked platforms and system collaboration</li> <li>• Achieving a joint network-centric warfare vision</li> <li>• Information technology and the warfighter</li> </ul>	<ul style="list-style-type: none"> <li>• AFCEA West, San Diego, CA</li> <li>• Marine West, Camp Pendleton, CA</li> <li>• NDIA SO/LIC Symposium &amp; Exhibition, Washington, DC</li> </ul>
<b>MARCH</b> Undersea Warfare	SPACE: Feb. 3, 2010 MATERIALS: Feb. 10, 2010	<ul style="list-style-type: none"> <li>• Anti-submarine warfare</li> <li>• Mine countermeasures</li> </ul>	<ul style="list-style-type: none"> <li>• Naval Expeditionary Forces, Virginia Beach, VA</li> </ul>
<b>APRIL</b> Intelligence, Surveillance & Reconnaissance	SPACE: March 3, 2010 MATERIALS: March 10, 2010	<ul style="list-style-type: none"> <li>• Cutting-edge ISR platforms and systems</li> <li>• The use of SIGINT, HUMINT and imagery</li> </ul>	<ul style="list-style-type: none"> <li>• ASNE Day, National Harbor, MD</li> </ul>
<b>MAY</b> Sea-Air-Space Port Security	SPACE: April 2, 2010 MATERIALS: April 9, 2010	<ul style="list-style-type: none"> <li>• The top defense and industry leaders</li> <li>• The status of priority acquisition programs</li> <li>• New technologies in port security</li> </ul>	<ul style="list-style-type: none"> <li>• Navy League's Sea-Air-Space Exposition, National Harbor, MD, May 3-5</li> <li>• AFCEA Joint Warfighting (East), Virginia Beach, VA</li> <li>• ASNE Electric Machines Technology Symposium, Philadelphia, PA</li> </ul>
<b>JUNE</b> Special Operations	SPACE: May 4, 2010 MATERIALS: May 11, 2010	<ul style="list-style-type: none"> <li>• Naval special warfare capabilities and requirements</li> <li>• Riverines</li> </ul>	<ul style="list-style-type: none"> <li>• MACC, Virginia Beach, VA</li> <li>• ASNE – Engineering the Total Ship Symposium, Falls Church, VA</li> </ul>
<b>JULY</b> Corporate Membership Directory Logistics & Operations Support	SPACE: June 3, 2010 MATERIALS: June 10, 2010	<ul style="list-style-type: none"> <li>• Products and services of the Navy League's Corporate Members</li> <li>• The Navy League's industrial partners</li> <li>• Maintenance, repair and overhaul operations</li> <li>• The supply chain</li> </ul>	<ul style="list-style-type: none"> <li>• Farnborough Airshow, London</li> </ul>
<b>AUGUST</b> U.S. Coast Guard	SPACE: July 2, 2010 MATERIALS: July 9, 2010	<ul style="list-style-type: none"> <li>• The Coast Guard's ongoing modernization efforts</li> <li>• The challenges of homeland security</li> </ul>	<ul style="list-style-type: none"> <li>• AUVSI, Denver, CO</li> </ul>
<b>SEPTEMBER</b> U.S. Marine Corps	SPACE: Aug. 4, 2010 MATERIALS: Aug. 11, 2010	<ul style="list-style-type: none"> <li>• The modern U.S. Marine Corps, plans and capabilities</li> <li>• The return to an expeditionary force</li> </ul>	<ul style="list-style-type: none"> <li>• Modern Day Marine, Quantico, VA</li> <li>• Tailhook, Reno, NV</li> <li>• ASNE Fleet Maintenance Symposium, Virginia Beach, VA</li> </ul>
<b>OCTOBER</b> Aviation	SPACE: Sept. 3, 2010 MATERIALS: Sept. 10, 2010	<ul style="list-style-type: none"> <li>• Standoff attack and the roles of unmanned aircraft</li> <li>• Airborne munitions: Pushing the capabilities envelope</li> </ul>	<ul style="list-style-type: none"> <li>• Euronaval, Paris</li> </ul>
<b>NOVEMBER</b> U.S. Defense Spending Review	SPACE: Oct. 1, 2010 MATERIALS: Oct. 8, 2010	<ul style="list-style-type: none"> <li>• How major sea service programs fare</li> <li>• The sea services' resource challenges</li> <li>• International industry collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• USCG Innovation Expo, Virginia Beach, VA</li> </ul>
<b>DECEMBER</b> Surface Warfare	SPACE: Nov. 2, 2010 MATERIALS: Nov. 9, 2010	<ul style="list-style-type: none"> <li>• Surface warfare resources and requirements</li> <li>• Information assurance and security</li> </ul>	<ul style="list-style-type: none"> <li>• IITSEC, Orlando, FL</li> <li>• ASNE Advanced Naval Propulsion, Arlington, VA</li> <li>• Surface Navy Association, Arlington, VA</li> </ul>



## ADVERTISING SPECIFICATIONS

### FILE FORMAT

The suitable format is high-resolution Adobe PDF. The PDF file should be generated from a high-resolution PostScript file or printed using high-resolution settings. All files must have a resolution no lower than 300 dpi.

### AD SIZES

**PUBLICATION TRIM SIZE:** 8 1/8" x 10 3/4"

AD SPACE	WIDTH	HEIGHT
2 PAGE SPREAD, bleed*	16 1/2"	11"
1 PAGE, bleed*	8 3/8"	11"
1 PAGE, non-bleed	6 7/8"	10"
2/3 PAGE	4 1/2"	10"
1/2 PAGE, vertical	3 5/16"	10"
1/2 PAGE, horizontal	6 7/8"	5"
1/2 PAGE, island	4 1/2"	7"
1/2 PAGE SPREAD	15"	5"
1/3 PAGE, vertical	2 1/8"	10"
1/3 PAGE, square	4 1/2"	5"
1/4 PAGE	3 5/16"	5"
1/6 PAGE	3 5/16"	3 1/4"

\* SIZES FOR BLEED ADS INCLUDE 1/8 INCH ON EACH SIDE BEYOND THE PAGE TRIM

### COLOR SPECIFICATIONS

- 4-color ads must have CMYK (process colors); no RGB or embedded color profiles.
- No PMS or match colors, unless you have arranged for spot color in your ad.
- Color proofs MUST accompany color ads.

### ADVERTISING POLICIES

All materials will be discarded one year after publication date. Advertisers will be short rated if they do not earn their frequency rates within a 12-month period from the date of the first insertion.

**CANCELLATIONS:** Ad page cancellations can be accepted 7 days prior to the space close date. Covers may be canceled with 60 days notice before closing date of issue.

**AGENCY COMMISSION:** 15% of gross billing allowed to recognized agencies provided account is paid 30 days from invoice date.

**BILLING:** Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser will accept responsibility for payment if the agency does not remit within 90 days.

**COPY AND CONTRACT REGULATIONS:** Advertisers and advertising agencies assume liability for all content (including text, representation, illustrations, maps, labels, trademarks and other copyrighted matter) of advertisements printed, and also assume responsibility for any claims made against the publisher. All advertising is subject to publisher's approval. Publisher retains the right to reject copy not suitable to policy.

### DELIVERY

Please send all materials and copies of ad insertions to:  
 SEAPOWER Magazine  
 Publications Manager  
 2300 Wilson Blvd., Suite 200  
 Arlington, VA 22201-5424  
 TEL 703-528-1775

Please send high-resolution PDF files to:  
 kcarpenter@navyleague.org

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