

Military Press

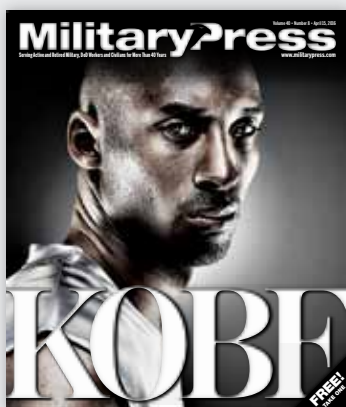
Serving Active and Retired Military, DoD Workers and Civilians for More Than 41 Years

www.militarypress.com



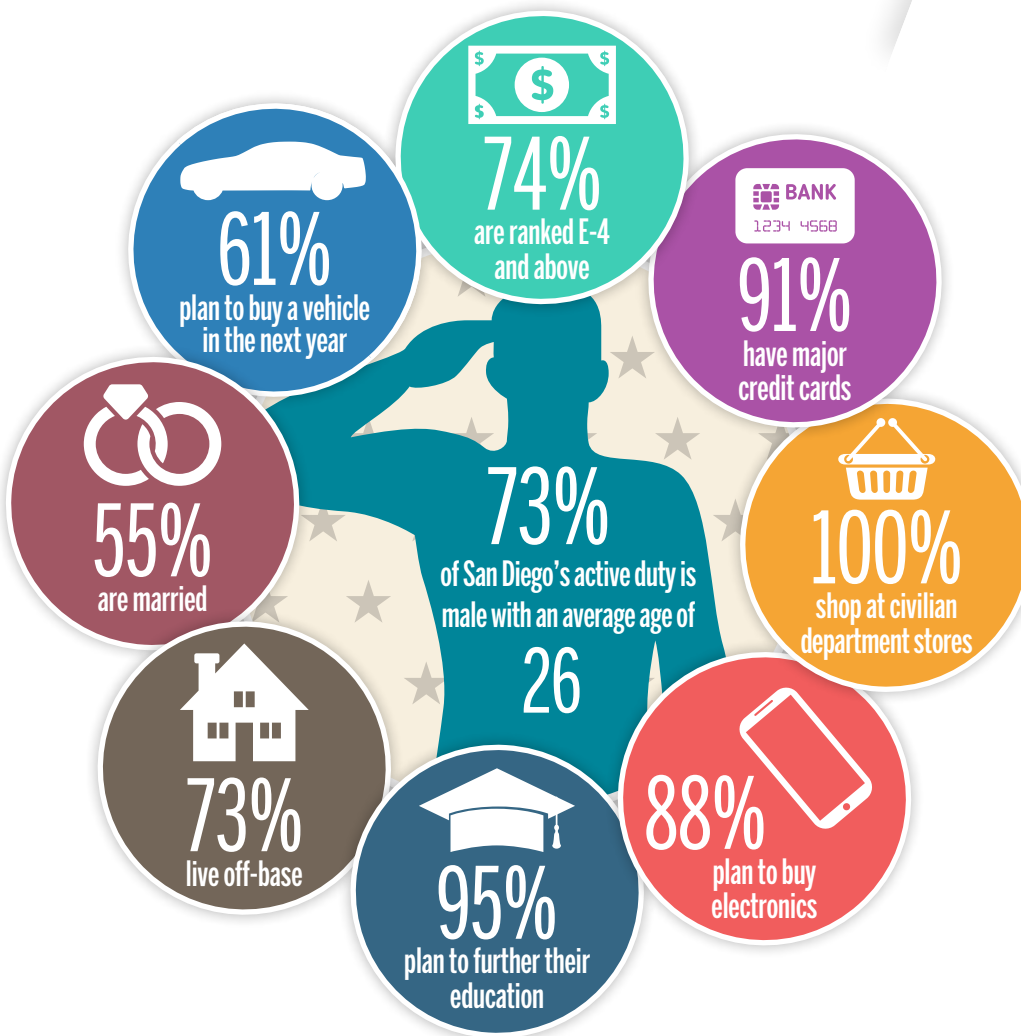
2017 MEDIA KIT

CONTACT US TO ADVERTISE TODAY
(858) 537-2280 • advertising@militarypress.com



YOUR GUIDE TO REACHING SAN DIEGO'S MILITARY COMMUNITY

OUR MARKET



San Diego County is home to the largest concentration of military personnel in the world.

Military spending pumped **\$45 billion** into the county's gross regional product in 2015 and is responsible for **328,000** of the region's total jobs (22% of all jobs in the county!).

The county is home to:

- **101,254 active-duty members**
- **8,200 reservists**
- **23,638 civilian workers**
- **236,000 veterans**
- **250,000+ family members**

... and growing! San Diego's total ship count is projected to climb **84%** during the next eight years.

The military market is **100% employed** and is not affected by the tides of unemployment!

Some military families have more money to spend than ever before, as they are given separation pay, hazardous pay, sea pay and tax-free income when members are put in harm's way and sent away from their families.

We reach this target audience!

Our readers utilize us as a reference for things to do, places to go and services needed. Their guaranteed income represents California's largest money market. Advertising in the **Military Press** lets active duty service members, veterans and their families know your business supports them!

WE REACH THEM EVERY PAYDAY!

The **Military Press** publishes on the 1st and 15th of each month to coincide with military paydays (when it falls on a weekend, we publish that Friday) and give you perfect timing to advertise your product or business!

DISTRIBUTION The **Military Press** is aboard all bases, commissaries, exchanges, in-port ships and in newsstands throughout San Diego County, including:

32nd St. Naval Base, Navy Amphibious Base Coronado, Fleet Ant-Submarine Base, Imperial Beach Helicopter Base, Marine Corps Recruit Depot San Diego, Naval Air Station North Island, Navy Submarine Base, Naval Medical Center Balboa, Marine Corps Air Station Miramar, MCCA Camp Pendleton, all in-port ships, VA hospitals/clinics, on- and off-base housing, exchanges, commissaries, Temecula/Murrietta, Albertsons, Ralphs and Vons grocery stores plus 100s of street rack and business locations!



PRINT OPPORTUNITIES

DEADLINES

Issue Date	Deadline
January 1	December 27, 2016
January 15	January 10
February 1	January 27
February 15	February 10
March 1	February 24
March 15	March 10
April 1	March 28
April 15	April 11
May 1	April 25
May 15	May 9
June 1	May 30
June 15	June 12
July 1	June 27
July 15	July 11
August 1	July 28
August 15	August 11
September 1	August 29
September 15	September 12
October 1	September 26
October 15	October 10
November 1	October 27
November 15	November 10
December 1	November 28
December 15	December 12
January 1, 2018	December 26

GUARANTEED POSITIONING: Add 20% to earned rate only, 1/4 page and up, if available.

CREDIT & PAYMENT POLICY: All advertising is accepted on a cash-with-copy basis unless an approved credit application is on file. All invoices not paid within 30 days will be charged interest at the rate of 11/2% per month, and forfeit any discounts and/or commissions.

FREQUENCY CONTRACTS: Any frequency contract cancelled before its completion will be prorated based on the rate and total times actually run.

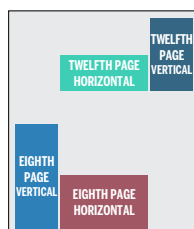
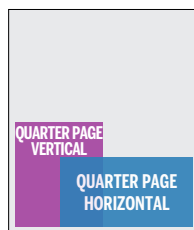
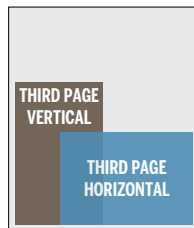
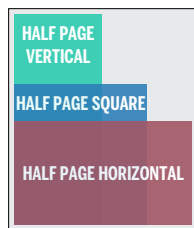
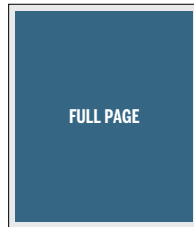
AD SUBMISSIONS: High resolution .pdf or .eps files with all fonts and hi-res images embedded. Graphics charge may apply for files that don't meet specifications or require significant manipulation.

SIZE: Tabloid 10.25" x 12" Trim Size

FORMAT: Non-SAU Four-Column Tabloid

PRINTING: Web offset

RESOLUTION: 300 dpi for color and black and white



MODULAR ADS

FULL PAGE	4 col. x 11.25"	9.5" x 11.25"
HALF PAGE VERTICAL	2 col. x 11.25"	4.6875" x 11.25"
HALF PAGE SQUARE	3 col. x 7.5"	7.0937" x 7.5"
HALF PAGE HORIZONTAL	4 col. x 5.5625"	9.5" x 5.5625"
THIRD PAGE VERTICAL	2 col. x 7.6"	4.6875" x 7.6"
THIRD PAGE HORIZONTAL	3 col. x 4.95"	7.0937" x 4.95"
QUARTER PAGE VERTICAL	2 col. x 5.5625"	4.6875" x 5.5625"
QUARTER PAGE HORIZONTAL	3 col. x 3.7"	7.0937" x 3.7"
EIGHTH PAGE VERTICAL	1 col. x 5.5625"	2.2812" x 5.5625"
EIGHTH PAGE HORIZONTAL	2 col. x 2.85"	4.6875" x 2.85"
TWELFTH PAGE VERTICAL	1 col. x 3.9"	2.2812" x 3.9"
TWELFTH PAGE HORIZONTAL	2 col. x 1.9"	4.6875" x 1.9"

FULL PAGE AD WITH BLEED

10.75" x 12.5" • Non-bleed image size: 10.25" x 12"

DOUBLETRUCK – TABLOID

8 col. x 11.25" ... 19.75" x 11.25"

CLASSIFIEDS

1 column ...	1.4792"	2 column ...	3.0833"	3 column ...	4.6875"
4 column ...	6.2917"	5 column ...	7.8958"	6 column ...	9.5"

AD RATES

Frequency contracts must run consecutive issues. Rates shown are per issue, black and white. Ask about color.

	1 TIME	2 TIMES	6 TIMES	12 TIMES	24 TIMES	
BACK / INSIDE COVERS	\$4,000	\$3,800	\$3,700	\$3,600	\$3,500	
FULL PAGE	\$3,200	\$3,100	\$3,000	\$2,900	\$2,800	
HALF PAGE	\$1,700	\$1,600	\$1,550	\$1,500	\$1,450	
THIRD PAGE	\$1,200	\$1,100	\$1,060	\$1,000	\$960	
QUARTER PAGE	\$950	\$900	\$850	\$760	\$720	
EIGHTH PAGE	\$500	\$460	\$440	\$420	\$400	
TWELFTH PAGE	\$350	\$320	\$280	\$260	\$240	
CLASSIFIEDS	DISPLAY	\$46 / in	\$44 / in	\$40 / in	\$38 / in	\$36 / in
	LINER	\$40 / in	\$38 / in	\$34 / in	\$32 / in	\$30 / in

INSERTS

72 percent of all adults read newspaper inserts regularly or occasionally.

Newspaper insert advertising delivers customers. A survey by A.T. Kearney showed retailers are increasing their use of inserts because they are the best tool to drive traffic.

Ask your account representative for quote!

IMPACT NOTES

Make sure your message sticks with our readers

Your message takes front and center when stuck as an note on the cover. Impact notes attract readers immediately with their design and message. Strong, "call-to-action" messages are very effective.

Ask your account representative for quote!

DIGITAL OPPORTUNITIES



The **Military Press**' digital products offer you the flexibility to maximize your ads with a variety of sizes and positions that will grab readers' attention and generate more revenue.

MILITARYPRESS.COM

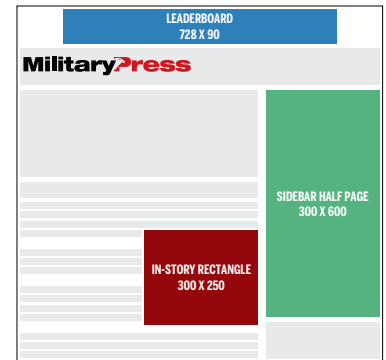
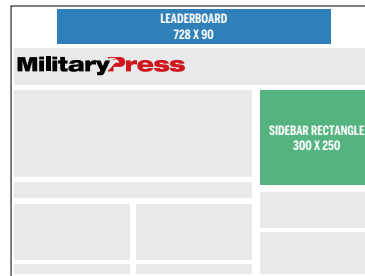
ONLINE ADS

LEADERBOARD	728 x 90
IN-STORY RECTANGLE	300 x 250
SIDEBAR HALF PAGE	300 x 600
SIDEBAR RECTANGLE	300 x 250

ONLINE AD RATES

Frequency contracts must run consecutive months. Rates shown are per month.

	30 days	3 Mos.	6 Mos.	12 Mos.
LEADERBOARD	\$400	\$345	\$300	\$245
IN-STORY RECTANGLE	\$400	\$345	\$300	\$245
SIDEBAR HALF PAGE	\$450	\$395	\$350	\$295
SIDEBAR RECTANGLE	\$350	\$295	\$250	\$195



militarypress.com averages:

- **830-plus visitors / day**
- **25,000-plus visitors / month**
- **Half of which are unique visitors**
- **... and growing!**

If you're looking to expand your online reach in the military community, militarypress.com has to be part of your media mix!

MILITARY PRESS EMAIL NEWSLETTER

Military Press e-mail newsletter opt-in subscribers receive two newsletters each month that include news, entertainment, sports, opinion and more from our print edition. Contests and giveaways are offered when available.

You can reach these motivated, tuned-in readers with two highly visible, cost-effective ad positions in each newsletter.

We also offer a spot for advertorials that link to your story on our website, and dedicated e-blasts to advertise your special discounts or events.

NEWSLETTER ADS & RATES

TOP LEADERBOARD	460 x 120	\$295
LOWER LEADERBOARD	460 x 120	\$225
ADVERTORIAL	200 words plus 1 image	\$295
<i>Links to your story on militarypress.com!</i>		
DEDICATED E-BLAST	600 x 600 plus text and link	\$295

