

# UNIFORMED SERVICES JOURNAL

## 2012 Media Kit

### Advertise In The *USJ* And Command the Attention of a Loyal Audience

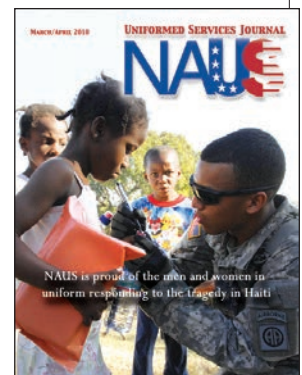
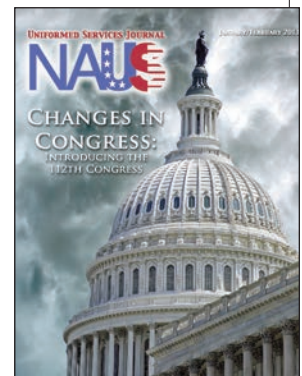
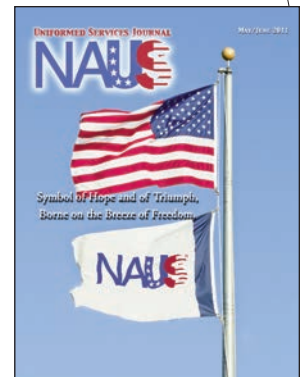
Uniformed Services Journal is the official publication of the National Association for Uniformed Services® (NAUS). NAUS – *The Servicemembers' Voice in Government* – was founded in 1968 to protect and enhance the benefits earned by members of the uniformed services for themselves, their families and survivors while preserving a strong national defense. NAUS membership is open to the entire military/veteran family – all branches of uniformed service (Army, Navy, Air Force, Marine Corps, Coast Guard, Public Health Service and NOAA), all ranks and grades.

Uniformed Services Journal is published bimonthly. Each issue of *USJ* covers important legislative issues under consideration on Capitol Hill. Regular features include *USJ's* popular *Legislative Update*, *Active Duty Download*, *Chapter News*, "Health Today – Q & A" column and the *NAUS President's Message*.

With a circulation of approximately 50,000, your advertising will reach an audience concerned about important issues affecting uniformed servicemembers, veterans, retirees and their families. **This audience is active, fights for what they want, and spent many years in faithful service to our nation. They respond to *USJ* advertisers.**

#### Reader/Member Profile

- 90% are military retirees (or their spouses/survivors), with government pension & benefits. Most went on to successful 2<sup>nd</sup> careers.
- 45% officers, 54% enlisted
- Represent all uniformed services, active, guard and reserve components
- Nationwide circulation (34% Eastern US, 35% Central US, 30% Western US)



The Official  
Publication of **NAUS**  
NATIONAL ASSOCIATION FOR UNIFORMED SERVICES

48 pages of news & information  
for servicemembers & retirees!

# UNIFORMED SERVICES JOURNAL

## 2012 Media Kit

Advertise In The *USJ* And Command the Attention of a Loyal Audience

### CIRCULATION

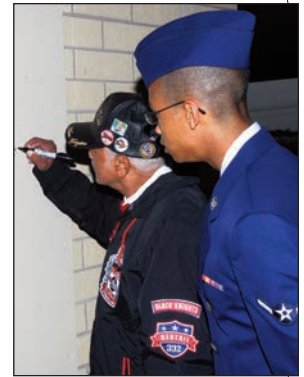
#### CATEGORY

#### DISTRIBUTION

Active Association Member Households	45,000
Complimentary Distribution	
Members of Congress & Staff (includes District/State Offices)	1,080
Department of Defense/Senior Military Officials	100
Military Units, Command Staffs, Retirement Services/Retired Activities Offices	800
Other Requested Circulation (includes Base Libraries, Public Affairs Offices, Transition Offices, Military/VA Hospitals, Retiree Councils)	750
Average Bonus Distribution per issue at Military Events, NAUS Chapter activities, individual requests	1,000

**TOTAL CIRCULATION**

**48,730**



The Official  
Publication of **NAUS**<sup>®</sup>  
NATIONAL ASSOCIATION FOR UNIFORMED SERVICES

48 pages of news & information  
for servicemembers & retirees!

# UNIFORMED SERVICES JOURNAL

## 2012 Media Kit

Advertise In The *USJ* And Command the Attention of a Loyal Audience

### NAUS USJ 2012 ADVERTISING RATE SCHEDULE

*(Rates shown are net advertising rates.)*

#### COVER 4 - OUTSIDE BACK (4-COLOR ONLY)

#### 1 ISSUE

#### 3 ISSUES

#### 6 ISSUES

Full Page

\$ 3,830

\$ 3,315/issue  
(Total: \$ 9,945)

\$ 3,060/issue  
(Total: \$ 18,360)

#### COVER 2 - INSIDE FRONT OR COVER 3 - INSIDE BACK COVER

Full Page

\$ 3,440

\$ 3,060/issue  
(Total: \$ 9,180)

\$ 2,865/issue  
(Total: \$ 17,190)

#### NON-COVER LOCATION

Full Page

\$ 3,060

\$ 2,780/issue  
(Total: \$ 8,340)

\$ 2,675/issue  
(Total: \$ 16,050)

One-half  
Page

\$ 1,580

\$ 1,390/issue  
(Total: \$ 4,170)

\$ 1,265/issue  
(Total: \$ 7,590)

One Column  
(1/3 page)

\$ 1,255

\$ 1,145/issue  
(Total: \$ 3,435)

\$ 1,140/issue  
(Total: \$ 6,840)

One-quarter  
Page

\$ 920

\$ 885/issue  
(Total: \$ 2,655)

\$ 875/issue  
(Total: \$ 5,250)

One-sixth  
Page

\$ 520

\$ 455/issue  
(Total: \$ 1,365)

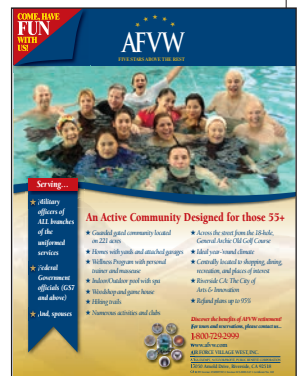
\$ 405/issue  
(Total: \$ 2,430)

**For Advertising Contact**  
**Joan Daly:**

office: 703/938-5907 • cell: 703/407-3204  
fax: 703/938.5910 • email: joanmdaly@cox.net

**For Mechanical Information Contact**  
**Tommy Campbell:**

office: 703/750-1342 ext. 1007 or 1/800-842-3451  
fax: 703/354-4380 • email: tcampbell@naus.org



The Official  
Publication of **NAUS**  
NATIONAL ASSOCIATION FOR UNIFORMED SERVICES

48 pages of news & information  
for servicemembers & retirees!

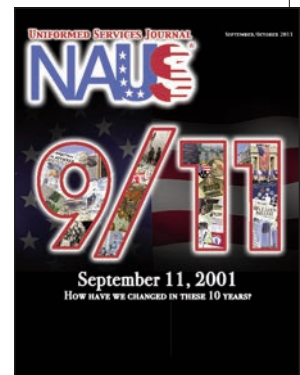
# UNIFORMED SERVICES JOURNAL

## 2012 Media Kit

Advertise In The *USJ* And Command the Attention of a Loyal Audience

### 2012 PUBLICATION SCHEDULE

<u>ISSUE</u>	<u>INSERTION ORDER CLOSE DATE</u>	<u>AD MATERIALS DUE DATE</u>	<u>MAIL DATE</u>
Jan./Feb. 2012	Dec. 6, 2011	Dec. 12, 2011	Jan. 3, 2012
March/April 2012	Feb. 3, 2012	Feb. 9, 2012	March 1, 2012
May/June 2012	April 4, 2012	April 10, 2012	May 3, 2012
July/Aug. 2012	June 1, 2012	June 8, 2012	June 28, 2012
Sept./Oct. 2012	August 3, 2012	August 10, 2012	August 30, 2012
Nov./Dec. 2012	Oct. 2, 2012	Oct. 9, 2012	Nov. 1, 2012
Jan./Feb. 2013	Nov. 30, 2012	Dec. 7, 2012	Jan. 3, 2013



**For Advertising Contact  
Joan Daly:**

office: 703/938-5907 • cell: 703/407-3204  
fax: 703/938.5910 • email: joanmdaly@cox.net

**For Mechanical Information Contact  
Tommy Campbell:**

office: 703/750-1342 ext. 1007 or 1/800-842-3451  
fax: 703/354-4380 • email: tcampbell@naus.org

The Official  
Publication of **NAUS**<sup>®</sup>  
NATIONAL ASSOCIATION FOR UNIFORMED SERVICES

48 pages of news & information  
for servicemembers & retirees!

# UNIFORMED SERVICES JOURNAL

## 2012 Media Kit

Advertise In The *USJ* And Command the Attention of a Loyal Audience

### MECHANICAL INFORMATION

<b>JOURNAL FINISHED SIZE:</b>	8.375"	10.875"
<b>AD SIZE</b>	<b>WIDTH</b>	<b>HEIGHT</b>
Full Page:	7.375"	9.875"
One-half Page (horizontal):	7.375"	5"
One-quarter Page:	3.5"	5"
One-sixth Page (vertical):	2.25"	5"
One-sixth Page (horizontal):	3.5"	3.375"
Column:	2.25"	9.875"

**BLEED TOLERANCE:** .125" (1/8") outside of trimmed edge

**CRITICAL COPY:** .25" (1/4") from trimmed edge

**RESOLUTION:** All continuous tone images (grayscale and color scans) should have a resolution of 266 dpi (for 133 line screen printing) at 100%. Scanned black and white line art should have a minimum resolution of 1200 dpi at 100%.

**COLOR:** All colors in files should be created as CMYK builds.

**FONTS/GRAPHICS:** All fonts and graphics should be included in file with the ad.

**PROOFS:** A B/W composite and color-separated laser proof should also be provided with color ads. If your ad contains four-color scanned images or builds of 3 colors or greater, provide a laminated or high-end digital color proof (iris or Approval). We will not be responsible for shifts in color due to differences between the file and the proof.

**BINDING:** Saddle stitched

**SOFTWARE FORMATS:** Advertisements can be sent in the following formats – Quark, Illustrator, Photoshop and Indesign. Ads can be sent to NAUS in one of these formats or as a "pdf" file.

**WHERE THE EXCEPTIONAL BECOME EXTRAORDINARY.**  
Add your name to our Expansion Priority Program List

More than 1100 top construction industry executives and their immediate family members, Veterans Hall is now also open to GS-14 and above federal employees from agencies such as the Department of State and Defense, the CIA, and Intelligence Community, 5, 2, 1, 2, 1.

During the new stages of growth and renovation, Veterans Hall will add 75 new apartment homes for the next three years, ranging in size from 1,200 square feet to 2,100 square feet, as well as new construction.

This is a great community characterized by mature trees, walking paths and family landscaping, located in Mexico, Virginia, just across the Potomac from Washington, DC.

The time is now to meet Veterans Hall. Here you'll find a community of people who share the same values as you do.

Call, E-mail, or Fax. Please call or fax if you are interested. Please use the following phone numbers: (888) 821-4521

251 Old Dominion Drive, Mexico, Virginia 22101  
www.veteranshall.org

**Have MORE FUN with MILITARY TRAVEL NEWS**

**SUBSCRIBE TO R&R TRAVEL NEWS\*** for 6 more years and receive 30% off from our magazine.

**ABSOLUTELY FREE!**

**R&R Travel News** is a 36-page print newsletter, published 6x/year. It covers: Temporary Military Lodging, RV Camping & Recreation, Space Available Air travel and more!

**TO ORDER ONLINE:** [www.militaryliving.net](http://www.militaryliving.net)

**TO ORDER BY TELEPHONE:** (877) 363-6877 ext 1

The world is changing. Are you?

Learn about your future. Develop your future. Acquire what's needed in a changing world.

The new New Times Knowledge Network and Exchange Division includes business-to-business and business-to-consumer services including:

- Business, Technology & Communication
- Education & Career Services
- Health, Safety & Insurance Services
- Real Estate Services
- Global Health Care & Higher Education

Help you get the best job/recommendation/education/health/real estate/other industry to a successful outcome. For more information, contact us at: [www.fareleighdixonson.com](http://www.fareleighdixonson.com)

FARELEIGH DIXONSON  
10000 W. 17th Ave. Suite 1000  
Denver, CO 80202

**COME RETIRE AT... AFVW**  
FIVE STARS ABOVE THE REST

**Serving...**

- Military officers of ALL branches of the uniformed services
- Federal Government officials (GS2 and above)
- And, spouses

We are 5 Stars Above the Rest and here are a few reasons why...

- Complimentary membership to over 22 clubs
- Complimentary yacht and launch passes
- Complimentary golf and tennis membership
- Complimentary pool and spa
- Complimentary clubhouse
- Complimentary concierge
- Complimentary concierge
- Complimentary concierge
- Complimentary concierge
- Complimentary concierge

Discover the benefits of AFVW retirement! For rates and reservations, please contact us at: 1-800-720-2099

[www.afvw.com](http://www.afvw.com)

1800 VILLAGE WEST DR  
DENVER, CO 80202

Caring for our Uniformed Services Family

**US FAMILY**  
National Association for Uniformed Services

Member organizations that 20 percentage points (20%) higher than the NCAHA National Average for FDRS\* and more... 22 or more years of FDRS\* (20% - 30% of ages of all ages)

1-800-760-SHIP (1-800-760-7343)  
[www.usfamily.org](http://www.usfamily.org)



48 pages of news & information  
for servicemembers & retirees!

# UNIFORMED SERVICES JOURNAL

## 2012 Media Kit

The Official  
Publication of  **NAUS**  
NATIONAL ASSOCIATION FOR UNIFORMED SERVICES

### **SPACE ADVERTISING AGREEMENT**

This is your *Uniformed Services Journal* insertion order for the space advertising described below.  
Please see the enclosures for sizes and costs of advertisements.

All scheduled advertising **MUST BE** camera ready, on disk, or emailed to [tcampbell@naus.org](mailto:tcampbell@naus.org).  
If you are sending a disk containing your ad, please provide a high-end digital color proof.

Advertiser/Agency \_\_\_\_\_

Client/Product/Service \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Reference No. \_\_\_\_\_  
(PO No.                  Project No.                  Invoice No.)

Size of Ad \_\_\_\_\_ No. Times to Run \_\_\_\_\_

Insertion Date \_\_\_\_\_ Cost per insertion (*Note: Rates shown are net*) \_\_\_\_\_

Special Instructions \_\_\_\_\_

#### Signatures to Agreement:

Advertiser/Agency Representative \_\_\_\_\_

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date Signed)

NAUS Representative \_\_\_\_\_

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date Signed)

**Please submit  
this insertion  
order to either**

**Joan Daly:**  
office: 703/938-5907 • cell: 703/407-3204  
fax: 703/938.5910 • email: [joanmdaly@cox.net](mailto:joanmdaly@cox.net)

**Tommy Campbell:**  
office: 703/750-1342 ext. 1007 or 1/800-842-3451  
fax: 703/354-4380 • email: [tcampbell@naus.org](mailto:tcampbell@naus.org)