

Leatherneck Online Media Planner 2010



Profile:

www.mca-marines.org/leatherneck by *Leatherneck*, Magazine of the Marines, is designed to inform and entertain all Marines—active-duty, Reserve, retired and Marine veterans of all ranks, as well as their families. There is no cost or registration to access this site.

It presents: **Front page** Headlines with the **Corps Daily News**, Marine Corps news from all over the world; **Current Issue highlights** and free stories from the magazine; **Multimedia features** with video and audio; **Noteworthy Marine Corps News**; **Marine Corps Events**, and **Resources** (frequently asked questions about little-known facts, Marine recipes, benefits, etc.), a **Site Map** and **Links** with official USMC sites and Marine-related organizations.

News is updated daily and Special pod-casts are updated regularly.

Traffic/Usage

The **Leatherneck Online** site has doubled in unique visits in 2009 averaging over 20,000 unique visitors, And an increase in page views to an average of over 55,000 per month.

Ad Placement:

Online ads may be fixed on one page or rotated through the site. Fixed ad placement opportunities are:

Front Page Sound Off Headline News Photo of the Month
Current *Leatherneck* Issue Current Issue Cover Trivia Challenge
Frequently Asked Questions *Leatherneck* Bulletin Board Site Map
Leatherneck Laffs Links (USMC & Related Organizations)

Discounts: 15% discount to 6X or greater print advertisers in *Leatherneck* magazine. All other rates are net.

Leatherneck Online advertising materials should be sent to: s.dinkel@mca-marines.org.

Leatherneck Online Monthly Advertising Rates/Specifications

Rates effective January 1, 2010

Units	Maximum Initial	Recommended	One	Six	Twelve
	download file	Animation Length	month	months	months
300 x 250 -- (Medium Rectangle)	40k	:15	\$400	\$360	\$325
250 x 250 -- (Square Rectangle)	40k	:15	\$350	\$325	\$300
250 x 250 -- (Square Pop-Up)	40k	:15	\$400	\$360	\$325
240 x 400 -- (Vertical Rectangle)	40k	:15	\$460	\$415	\$390
336 x 280 -- (Large Rectangle)	40k	:15	\$460	\$415	\$390
300 x 100 -- (3:1 Rectangle)	40k	:15	\$325	\$300	\$275
468 x 60 -- (Full Banner)	40k	:15	\$850	\$775	\$700
234 x 60 -- (Half Banner)	30k	:15	\$600	\$550	\$500
120 x 240 -- (Vertical Button)	30k	:15	\$400	\$375	\$350
125 x 125 -- (Square Button)	30k	:15	\$350	\$325	\$300
728 x 90 -- (Leaderboard)	40k	:15	\$1,000	\$900	\$800
160 x 600 -- (Wide Skyscraper)	40k	:15	\$800	\$750	\$700
Poll Sponsor			\$850	\$775	\$700
All dimensions are in pixels and :15 animation includes multiple loops					

Weekend Extra Sponsorship: On Saturdays and Sundays, Leatherneck has special editorial offerings. You can choose to sponsor the Leatherneck Weekend Extra with a leaderboard and an expandable box. This is available only on a monthly basis for \$400.

Electronic Magazine Edition

Great opportunities abound with the new online edition of **Leatherneck, Magazine of the Marines** each month. Please see the **Leatherneck**, online edition media planner for special advertising options and rates.

Announcement E-mail

Each month an e-mail is sent to our opt-in subscribers who wish to be notified when the issue becomes available. This e-mail sponsorship is available for \$1,100. This also includes one “blow-in card” inside the issue which will be viewed when the magazine is opened by the readers. Approximately 40,000 are emailed each month.

The Marine Corps Association is the publisher of **Leatherneck** and the **Marine Corps Gazette**. Acceptance of advertising is subject to publisher’s approval. Responsibility is borne by the advertiser and agency.

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Production & Editorial Offices:

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Overnight Mail Address:

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Margot Cornelius
715 Broadway Street
Quantico, VA 22134
800-336-0291

Web site: www.mca-marines.org/leatherneck

Leatherneck

On-line Insertion Order Form

Contact Name _____ Tel. _____

Advertiser _____ E-Mail _____

Address _____ City _____ St. ___ Zip _____

Please run our Web advertisement on the *Leatherneck* Web site:

2010 Monthly Advertising Rates (Please Circle)

Type (Please Circle)

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Months to run: Jan__ Feb__ Mar__ Apr__ May__ Jun__ Jul__ Aug__ Sep__ Oct__ Nov__ Dec__

Discount (6+ time advertisers in *Leatherneck Magazine*) _____ %
TOTAL \$ _____

Authorizing Signature _____ **Title** _____ **Date** _____