



**USNA**  
UNITED STATES NAVAL ACADEMY



# LUCKY BAG

***"The Naval Academy will produce the leaders of the Navy, Marine Corps, and the world for the next 30 years."***

The U.S. Navy established America's naval superiority over 225 years ago. The Lucky Bag, the Academy's official annual, will celebrate this distinguished history and salute the future leaders of the Navy and Marines. Why Sponsor the Lucky Bag Yearbook?

- Reach an Influential Audience: Your ad will be seen by thousands of cadets, faculty, alumni, and their families.
- Support Future Leaders: Sponsoring demonstrates your commitment to supporting the next generation of military leaders and reflects positively on your brand.
- Long-Lasting Visibility: Unlike traditional ads, your message will live in a keepsake treasured for decades.
- Distribution to staff and faculty, graduates, selected alumni, Secretary of the Army, Secretary of Defense, Joint Chiefs of Staff, and the Commander-in-Chief.

#### Sponsorship Options:

We offer a variety of ad sizes and placements to suit your needs:

- Full Page, Half Page, or Quarter Page Ads
- Premium placements in high-visibility sections
- Custom congratulatory messages or branded designs

#### Additional Benefits:

- Community Recognition: Showcase your business as a proud supporter of the Naval Academy.
- Tailored Ads: Provide your logo, text, or a pre-designed ad. Our team can assist with formatting.
- Exclusive Opportunities: Limited ad space ensures your brand stands out.



## ADVERTISING POLICY

The Naval Academy staff reserves the right to edit, reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assumes full responsibility for any claims made against the publisher. Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for page positions only and requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

## DIMENSIONS & MECHANICALS REQUIREMENTS



Please request our detailed Advertising Mechanicals and Electronic Ad Specifications from your program representative or from our Art Department at [art@pentagonsvcs.us](mailto:art@pentagonsvcs.us)



Digital data is required for all ad submissions. Preferred file format is PDF/X. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded via email. Additional electronic and mechanical specifications are available.



The Lucky Bag is printed on a high-speed web and SWOP standards apply. Final trim size is 9 x 12 inches and bleed size is 9 1/4 x 12 1/4 inches (trims to 9 x 12). Bleed is available on full-page only. Live material must be kept 1/4 inch from the trim.



## DEADLINES

**-VARIES BY PLACEMENT REQUIREMENTS**

**-DISTRIBUTION IS IN FALL/WINTER**

The Lucky Bag staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the USNA annual may be accepted by USNA only if the advertising will not be subsequently charged either directly or indirectly to any U.S. Government contract. The placement of such advertising does not constitute an endorsement of the product by the US Government, or any of its subordinate agencies. Distributed to the staff, faculty, and graduates of the United States Naval Academy, Annapolis, MD



## AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. ALL RATES ARE **NET** - AGENCIES MUST ADD COMMISSION

|                        |                   |
|------------------------|-------------------|
| <b>TWO PAGE SPREAD</b> | <b>\$9,995.00</b> |
| <b>FULL PAGE</b>       | <b>\$5,495.00</b> |
| <b>HALF PAGE</b>       | <b>\$4,295.00</b> |
| <b>QUARTER PAGE</b>    | <b>\$3,295.00</b> |

