



THE LONG BLUE LINE

Building a National Museum to Honor, Engage, Educate and Inspire Generations

The Long Blue Line is a vibrant quarterly publication produced by the **Director of Military Personnel** in coordination with the **Coast Guard Retiree Services Program** and the **National Coast Guard Museum Association**. Distributed to over **55,000 U.S. Coast Guard retirees—as well as retired members of NOAA and the Public Health Service**—it serves as a vital connection between the Coast Guard and its extended retiree community.

Our mission is to share relevant news, preserve Coast Guard history, support retiree services, and promote the **National Coast Guard Museum**. We celebrate the diverse lives of our retirees—many of whom are building second careers, pursuing long-delayed passions, or simply enjoying well-earned time with loved ones.

The National Coast Guard Museum Association is committed to building a world-class museum that will honor Coast Guard heritage and inspire future generations through interactive exhibits, STEM education, and leadership programs.

Advertising in **The Long Blue Line** is a unique opportunity to put your message in front of over 55,000 engaged readers every quarter. Available in both glossy print and on-line in digital format, the publication is widely shared within the **Coast Guard**, the **Department of Homeland Security**, and among professionals across the country.

Your support not only elevates your brand—it also directly contributes to honoring the Service's legacy and the construction of the museum.

To place your advertisement, **please contact Senior Program Coordinator, Mr. Michael Massicott at 800 891-2828 Ext. 1162 or mike@pentagon-usa.us**



ADVERTISING POLICY

The publisher (**National Coast Guard Museum Association**) reserves the right to reject and/or cancel any advertisement. The publisher also reserves the right to insert suitable ad copy when none is received by the published deadline. 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 assume 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 inside **the front page (Cover 2) and inside back page (Cover 3) only**. However, 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.

PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

DIMENSIONS & MECHANICALS REQUIREMENTS



Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1011** or **art@pentagon-usa.us**

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. However, other digital art will be accepted. High resolution PDFs must be provided as CMYK with fonts and images embedded and sent via disk, CD-ROM, or email. Ads submitted as hard copy will be scanned for use.

The Long Blue Line is printed on a high-speed web and SWOP standards apply. **Final trim size is 8.250 x 10.825 inches and bleed size is 8.625 x 11.125 inches.** Live material must be kept 1/4 inch from the trim.

Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1011** or **art@pentagon-usa.us** if you wish assistance.

DEADLINES

ISSUE

Winter
Spring
Summer
Fall

MATERIALS*

November 10
February 15
May 15
August 19

*DEADLINES VARY - ASK FOR CURRENT DEADLINES



AD RATES

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

	1X	2X	3X	4X
COVER 4	\$4,995.00	\$4,595.00	\$4,195.00	\$3,995.00
COVER 2 OR 3	\$4,695.00	\$4,295.00	\$3,995.00	\$3,695.00
FULL PAGE	\$4,195.00	\$3,995.00	\$3,395.00	\$3,195.00
HALF PAGE	\$2,995.00	\$2,695.00	\$2,495.00	\$2,195.00
QUARTER PAGE	\$1,895.00	\$1,595.00	\$1,195.00	\$ 995.00
SIXTH PAGE	\$1,595.00	\$1,295.00	\$ 995.00	\$ 695.00