



THE BULLETIN

The Magazine of the United States Coast Guard Academy Alumni Association, Inc.

"The Bulletin offers a unique and powerful way to reach this affluent and important audience."

The Bulletin, the national publication of the **U.S. Coast Guard Academy Alumni Association**, is published bi-monthly and has a readership of over 30,000 reaching deep into the maritime community. It informs, influences and interests its readers with each full color 120-page issue. **The Bulletin** recognizes and respects all things important to the Academy and alumni, addressing relevant issues in a polished editorial format. Coverage areas include marine transportation and engineering, maritime technology and legislation, ship repair, petroleum and fuels, alumni contributions, national security, Academy news and milestones, as well as recognition of alumni achievements and military services.

The Bulletin is the only publication that reaches **U.S. Coast Guard Academy** alumni in every state across the U.S. and several foreign countries. **The Bulletin** is also sent to cadets, parents of cadets, faculty, and staff of the Academy. Bulletin readers span the generations from 17 to 90 years of age. Educated and well-traveled leaders in their fields, many have achieved high-level positions in public corporations, service and maritime industries. They are the decision-makers whose tremendous influence in planning and purchasing will guide their companies in the 21st century. **The Bulletin** offers a unique and powerful way to reach this affluent and important audience - in a publication which they read in detail and with real affection. All advertisers receive a free copy mailed to them upon completion. **To reserve your company's space** in this **vital magazine** please contact **Mr. Michael Massicott at 800 891-2828 Extension 1162 or mike@pentagon-usa.us**



ADVERTISING POLICY

The publisher (USCGA Alumni Association, Inc.) 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: 1148** 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.



Bulletin 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: 1148** or art@pentagon-usa.us if you wish assistance.

DEADLINES

ISSUE

Feb/March

April/May

June/July

August/September

October/November

Dec/Jan

MATERIALS*

Jan 13

March 10

May 13

July 15

September 9

Nov 11

*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

Cover 4 - Not Available

	1x	2x	3x	4x	5x	6x
Cover 2 or 3	\$5,295	\$4,995	\$4,695	\$4,395	\$4,195	\$3,995
Full page	\$4,995	\$4,695	\$4,195	\$3,895	\$3,695	\$3,495
2/3 page	\$3,395	\$3,195	\$2,795	\$2,495	\$2,095	\$1,995
1/2 page	\$2,995	\$2,495	\$2,295	\$1,995	\$1,895	\$1,795
1/3 page	\$2,095	\$1,895	\$1,695	\$1,495	\$1,395	\$1,195
1/4 page	\$1,695	\$1,495	\$1,395	\$1,295	\$1,095	\$995
1/6 page	\$1,195	\$1,095	\$995	\$895	\$795	\$695