



## OFFICIAL ANNUAL OF THE UNITED STATES AIR FORCE ACADEMY

# POLARIS

*"For over 75 years, American Airmen have excelled as they execute the Air Force mission to fly, fight, and win."*

The **Polaris** is the **USAF Academy's Official Annual Publication**, which celebrates each year's graduates. **Cadets are honored as they join their nearly 50,000 alumni in the awesome task of preserving world peace.** Your company was included on a select list invited to participate in this salute to the **Academy's graduates and their AFA alumni worldwide who have contributed to America's Air Superiority.** The **Polaris** serves as a permanent hard-bound reference of the **Academy's commitment** to producing finely trained graduates. The **Polaris** will be distributed to the staff, faculty, and graduates of the **Academy**, as well as selected alumni, the **Secretary of the Air Force, Secretary of Defense**, and will be permanently available at the **Library of Congress!** *Space in this special edition, handsomely bound publication is limited and available on a first-come first-served basis only.*

The **Academy** welcomes your participation, and invites you to add your name to the impressive list of corporations already committed to the exquisite and prestigious **Polaris!** To reserve your company's space in this historic hard-bound annual publication please contact the Program Manager **Mr. Michael Massicott at 800 891-2828 Extension 1162 or [mike@pentagon-usa.us](mailto:mike@pentagon-usa.us)**



## ADVERTISING POLICY

The **USAF Academy** 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 assume full responsibility for any claims made against the publisher.

## SPACE RESERVATIONS

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.

## 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 via disk, CDROM or email. Additional electronic and mechanical specifications are available.

**Polaris** 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.

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

- VARIES BY PLACEMENT REQUIREMENTS**
- PLEASE CONSULT YOUR REPRESENTATIVE**
- DISTRIBUTION IS IN FALL/WINTER**



The **USFA Polaris** staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the U.S. Air Force Academy yearbook may be accepted by the U.S. Air Force Academy 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.

## 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>\$3,995.00</b>
<b>QUARTER PAGE</b>	<b>\$2,995.00</b>

