



UNITED STATES MILITARY ACADEMY

WEST POINT®

HOWITZER

"The Howitzer will include a salute to the men and women serving our Nation in combat."

West Point, a source of leaders for the **Army** and the nation with its mission to educate, train and inspire the **Corps of Cadets**, invites you to participate in the **Howitzer, West Point's official annual publication**. Each graduate of **West Point** is a commissioned leader of character who is committed to **Duty, Honor & Country**, a career in the **United States Army** and a lifetime of service to the nation. **West Point is the oldest continuously garrisoned Army Post**. In **1778, Fortress West Point** was the key to securing the colonies during the War for Independence because of its strategic location over-looking the Hudson River. Since it's founding in **1802**, the **United States Military Academy** has commissioned nearly **50,000 young men and women as 2nd Lieutenants** in the **Army**. The **Military Academy** provides graduates with a solid foundation for the intellectual growth, physical fitness and military development attribute. Home of the "**Long Gray Line**," the **United States Military Academy** has produced some of the greatest leaders this country has known. Leaders like **Grant, Lee, Pershing, Patton, Bradley, MacArthur, Eisenhower, Borman and Schwarzkopf** can trace much of their success to their early training at **West Point**. Of the 136 astronauts who have explored space, 16 of them are **West Point Graduates**. The **Howitzer** will include a salute to the men and women serving our **Nation** in combat, with a special tribute to those who have made the ultimate sacrifice. **To reserve your space** in this historic annual please contact your Program Manager **Mr Michael Massicott at 800 891-2828 Extension 1162 or mike@pentagon-usa.us**



ADVERTISING POLICY

The **Howitzer** 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 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 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. Display ads are shown only – smaller ad spaces may be available – please check with your program coordinator.



The **Howitzer** 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 x12). 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 Howitzer staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the West Point yearbook may be accepted by West Point 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 West Point**, as well as **selected alumni, the Secretary of the Army, Secretary of Defense, Joint Chiefs of Staff**, and of course, the **Commander-In-Chief**.



AD RATES

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

TWO PAGE SPREAD	\$9,895.00
FULL PAGE	\$5,195.00
HALF PAGE	\$3,895.00
QUARTER PAGE	\$2,895.00

