



THE LONG BLUE LINE

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

The Long Blue Line is a colorful quarterly publication of the **Director of Military Personnel** produced in alignment with the **Coast Guard Retiree Services Program** and the **National Coast Guard Museum Association**. The **Long Blue Line** enjoys a readership of well over 250,000 retirees of the USCG, the Retired National Oceanic and Atmospheric Administration and the Public Health Service. Due to the success of this publication, the **Coast Guard** has decided to include sections for **both Active Duty and Reserve** workforces in the **Long Blue Line**. The **Coast Guard** will also expand the electronic distribution of this magazine to more than 80,000 new recipients including all **Active Duty and Reserve** members. **The Long Blue Line** will be read by our newest recruits and our most senior retirees. **The Long Blue Line's** mission is to provide news and support for retirees, relevant information about **Coast Guard** history and the future **National Coast Guard Museum**, and to strengthen **Coast Guard** retiree communications and information services. **The Long Blue Line** is helping to sustain the life-long connection and mutually beneficial relationship between the **Coast Guard** and its military retiree community! The retiree and annuitant communities are diverse ones. Many **Coast Guard** retirees are actively pursuing post-military careers and continuing to raise families. Some of us are lucky enough to be at the stage of pursuing personal passions that had been on hold throughout both **Coast Guard** and second careers. Others have chosen "permanent moorings" and are simply enjoying closeness with family and friends while working to remain as healthy as possible throughout our ever-increasing golden years. The **National Coast Guard Museum Association** is committed to building a world-class Museum that will not only honor the heritage of the **U.S. Coast Guard**, but also provide to the public a gateway to discover **Coast Guard** life. Interactive exhibits, programs, public and private partnerships, and **Science, Technology, Engineering and Math (STEM)-based** educational programs and leadership training opportunities are expected to be a formidable part of the Museum experience. Your advertisement in **The Long Blue Line** not only guarantees your message will be seen by over a quarter million readers each quarter - and will enjoy extensive distribution throughout the **USCG** and the **Department of Homeland Security**. Available both as a colorful glossy magazine and digitally on the WWW - this is a way to reach countless retirees and business professionals. Your company's support honors the heroic men and women and stellar history of the Service and contributes directly to museum's construction. Place your company's advertisement today by contacting the **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: 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.



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

DEADLINES

ISSUE

January
April
July
October

MATERIALS*

December 11
March 16
June 15,
September 15

*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	\$4,695.00	\$4,295.00	\$3,995.00	\$3,695.00
COVER 2 OR 3	\$4,495.00	\$4,195.00	\$3,695.00	\$3,495.00
FULL PAGE	\$3,895.00	\$3,695.00	\$3,295.00	\$2,995.00
HALF PAGE	\$2,695.00	\$2,495.00	\$2,295.00	\$1,995.00
QUARTER PAGE	\$1,695.00	\$1,395.00	\$1,195.00	\$ 995.00
SIXTH PAGE	\$1,295.00	\$1,095.00	\$ 995.00	\$ 695.00