



# ***ARMY ENGINEER MAGAZINE***

## ***INTENT TO ADVERTISE – 2011 Program***

**Name of Firm:** \_\_\_\_\_

Will / Will Not (**Circle one**) participate in the 2011 Advertising Program.

We intend to submit advertisements for the issues indicated (**Check each appropriately**):

\_\_\_ Jan/Feb 11 \_\_\_ Mar/Apr 11 \_\_\_ May/June 11 \_\_\_ Jul/Aug 11 \_\_\_ Sep/Oct 11 \_\_\_ Nov/Dec 11

We intend to submit the size of advertisements (**Check appropriately**):

\_\_\_\_\_ Full Page \_\_\_\_\_ Half Page \_\_\_\_\_ Quarter Page

Cost as listed in the 2011 Rate Schedule: \$ \_\_\_\_\_ . Gross to AEA. (Agency fees not included)

- **NEW POLICY** for 2011: Premium space (inside front, inside rear and center spread) is allocated on the basis of 6x placements only, and firms having said 6x placement for 2010 publishing year will be given first right of refusal for 2011. Please contact AEA regarding premium space availability.
- AEA will reserve space and prepare an invoice based on the above information. Materials for advertising must meet requirements established in the Media Kit for 2011. Any deviations from the established schedule must be coordinated through the AEA.

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### **Principal Advertising Point of Contact:**

**Name:** \_\_\_\_\_

**Agency Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Please complete and return this form:**

#### **Army Engineer Association**

P.O. Box 30260

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Email: [Execasst@armyengineer.com](mailto:Execasst@armyengineer.com)

Thank you very much for your support. Essayons !