



2011 Media Kit for ADVERTISING

Supporting Soldiers with
PRODUCTS AND SERVICES



Cover Photo: Engineers climb on top of a new item of equipment to examine its interior.
TOP: A new barracks & headquarters complex building nears completion at Fort Leonard Wood, MO. (Photos by Michael Morgan)

Army Engineer magazine contains articles focused on construction, design, and environmental program execution supporting the U.S. Army Corps of Engineers, as well as engineer equipment development and utilization by soldiers.

Published six times annually, the magazine's primary subscribers are individual and supporting firm members of the Army Engineer Association (AEA). During 2010, average page count for this highly regarded, full-color magazine was 80.

Readers span the entire military and Department of the Army civilian engineer force—Active, Reserve, and National Guard. No other non-governmental periodical equals ARMY ENGINEER in terms of content and orientation. Advertisers include many of the leading engineer and engineer related companies providing support today to the U.S. Army. Subscribers and readers include decision

makers, planners and developers, budgeting and procurement personnel; and most important, thousands of individuals who daily utilize products and services provided by industry.

Approximately 60% of subscribers are commissioned officers of all ranks, active, retired or veteran; 25% are junior enlisted and noncommissioned officers of all ranks, active, retired or veteran; and the remainder are Department of the Army civilians and others. The magazine is distributed not only to current subscribers, but also to others such as contributing authors, industry partners, engineer organizations and troop units, and engineer veteran groups.

Why advertise?

- Reach today's Army Engineer decision makers
- Have an impact on tomorrow's engineer leaders
- Inform Army Engineer Soldiers stationed worldwide
- Gain reader attention through highly advantageous ad placement
- Take advantage of competitive rates, discounted for AEA Supporting Firm Members

www.armyengineer.com

Army Engineer magazine

Each issue of **ARMY ENGINEER** is assigned a primary editorial focus; plus, there are several recurring subject areas. The latter (recurring) involves: worldwide missions and experiences of engineer units and organizations past and present, human interest stories involving Army engineer personnel and others, and past and present day support to Army Engineering by AEA Supporting Firm Members.

The primary focus areas for publication year 2011 magazine issues and important deadlines are as follows*

January–February: Installation management/environment

Close date for ads and articles is December 3, 2010.

March–April: Army Engineer force developments.

Close date for ads and articles is February 4, 2011.

May–June: Army Engineer veterans and associated programs.

Close date for ads and articles is April 1, 2011.

July–August: Army engineer education and training programs.

Close date for ads and articles is June 3, 2011.

September–October: Project and program management

Close date for ads and articles is August 5, 2011.

November–December: Army engineer history and traditions.

Close date for ads and articles is October 7, 2011.

* The Editor reserves the right to adjust the above issue themes, pending identification of more timely and relevant missions and developments as they occur throughout the publication year. There may also be a need to adjust the publication schedule during the year, due to exigent circumstances.

ARMY ENGINEER limits the total number of advertisements to be inserted in each issue, so as to provide more space for editorial content, and to make ads that are included “stand out”. A typical issue will contain around fifteen ads—all being four color.

Ads accepted pertain to companies with a direct commercial supporting relationship to some (or all) aspects of Army Engineering. Many companies insert ads in multiple issues each year, and some consistently reserve the same premium space (inside front, inside rear and center spread) for those purposes.

Ads are to look different enough from editorial pages so that readers can tell the difference. To avoid confusion, any ad that looks enough like an editorial story or feature that it could be mistaken for, will be labeled “Advertisement” or “Promotion” at the top of each page in type as prominent as the magazine’s normal body type.

For other than premium space, the Editor inserts ads in locations which will complement the product or service of the advertiser. For example, an ad for an item of construction equipment might be placed near an article written (in general) about Army engineer construction missions. However, in no case will the editorial content of the article in this regard contain any reference to the product advertised on an adjacent page.

Editorial content takes priority over ad placement, and ads will not be inserted in such a manner that disrupts easy editorial flow for the reader.

Software utilized: Mac OSX platform using Adobe InDesign CS5, Photoshop CS5 and Illustrator CS5.

Required materials: Full color or grayscale materials in TIFF, or hi-res PDF file will be provided on CD-R or via email (contact below), pending file sizes. Color proofs are not required, but may be sent as a guide. DO NOT send InDesign, Photoshop or Illustrator layouts.

Person to receive materials: COL (Ret) Michael Morgan, Editor Army Engineer Magazine, 148 Romana Drive, Ridgeway VA 24148. Office telephone is 276.956.1769. Email is ae.editor@mac.com.

Resolution and printing line screen: Color ads will be CMYK at 300 ppi. Grayscale will be at 225 ppi. Printing line screen is 120 lpi for grayscale and 150 lpi for color.

Trim size: Magazine trim size is 8.125” x 10.875” for final stitching.

Bleeds: Single page bleed size is 8.375 x 11.125. 2-page spread bleed size is 16.75” x 11.125”. (Note: “Live” image area prior to trimming is 1/4 inch minimum inside the full page bleed dimensions.)

IMPORTANT DATES & SPECIFICATIONS

Administrative Policy

An Intent to Advertise Form (provided as an insert to this brochure) stating requirements will, when received by the AEA point of contact identified below, constitute a contract (insertion order) for advertising in ARMY ENGINEER during the 2010 publication year.

Upon receipt of the insertion order from the customer, an invoice shall be prepared for the entire publication year, or alternately as each ad is published (customer choice).

Unfilled, previously paid contracts for ads will be honored, or may be applied toward adjustment for current orders, either by retaining as contracted or applying toward a new multiple issue contract.

Payment in full for advertising space must arrive within sixty days from date of invoice. Unpaid invoice constitutes grounds to withhold publication of advertisement.

Materials for advertising must be submitted so as to arrive in the editor's hands no later than the ad closing date established for each issue as stated in this Media Kit.

Extensions to that date may be allowed on occasion due to exigent circumstances; however, a request for an extension must be submitted to either the editor or the point of contact identified below, prior to the stated deadline. A request for extension does not constitute automatic approval. Final approval is contingent upon the needs of the editor.

For multiple issue ad insertions, the editor will publish the most recently submitted advertisement unless new material is provided by the closing date for a specific issue, or by an extension date approved by the editor as mentioned above. Space ordered and not used due to advertiser's tardiness shall be billed as a completed ad order.

If the editor inadvertently omits advertising material from a scheduled issue, liability is limited only to placing the material in the next available issue. If an ad is incorrectly placed by the editor, so as to not portray what the advertiser had intended, the editor may allow for reinsertion of a corrected version in a following issue at no additional charge. This does not apply to ads prepared by the customer which have errors, or do not follow magazine specifications presented earlier in this media kit; e.g. improper size, or live area too large with insufficient space (1/4 inch) to allow for trimming by the printer.

Changes to requirements, i.e. ad size or number of issues selected, may result in adjustment of fees. Rebates or additional charges will be appropriately applied.

Cancellation of requirements must be submitted in writing (email) and arrive prior to issue closing date for consideration of any fee rebate. Cancellations received after the closing date will be billed as space contracted.

Premium space is allocated on the basis of 6x placements only, and firms having said 6x placement for the 2010 publishing year will be given first right of refusal for 2011. If premium space becomes available for whatever reason, others s interested may request same. Please inquire (contact below) if premium space is available before completing the 2011 Intent to Advertise Form (insert to this brochure).

AEA has been able to keep its advertising rates the same for the past several years. However, this year rates have been slightly raised—for example just \$62 over last year's rate for a single full page ad. As one increases the number of placements during the year, the more economical our rates become, with maximum savings at the 6X rate. Our rates are among the most competitive anywhere, given the quality of the magazine and the manner in which ads are located in strategic positions in every issue of the publication.

Intent to Advertise & Billings Point of Contact:

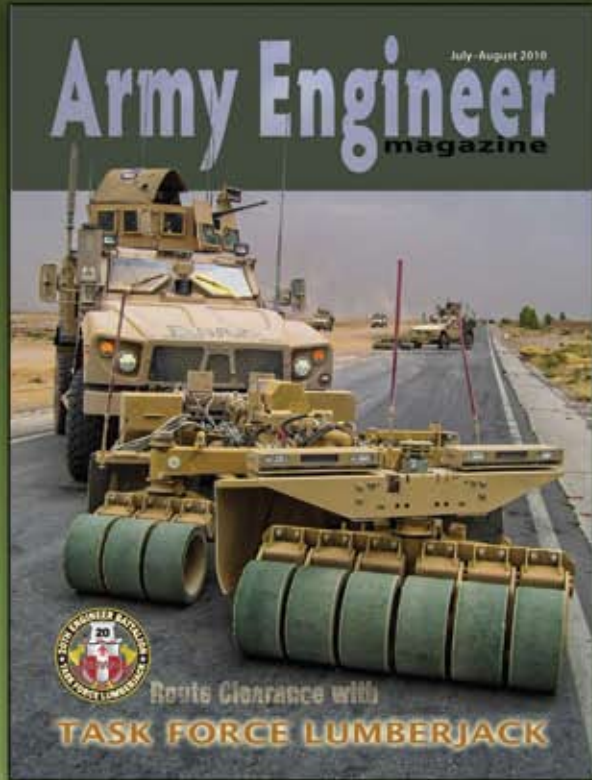
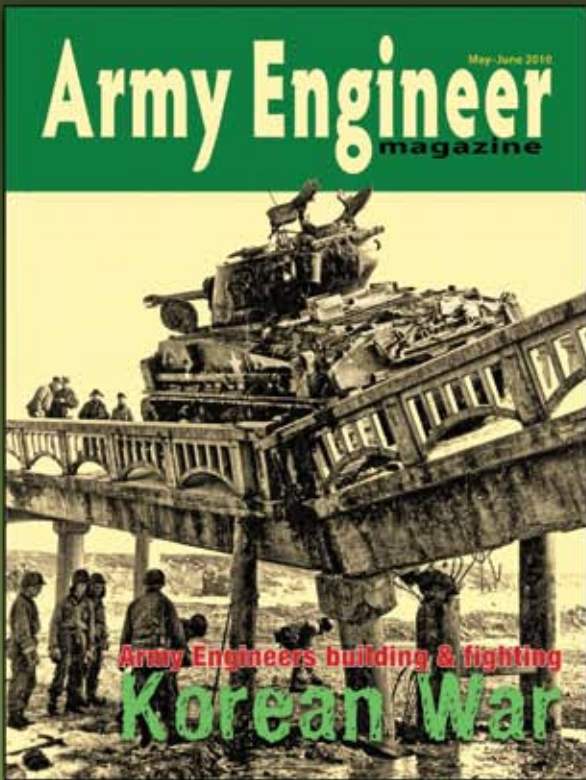
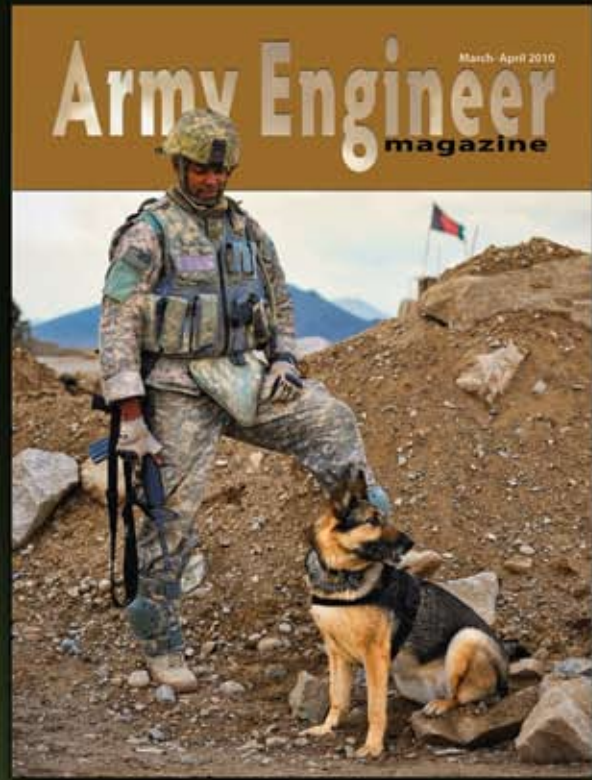
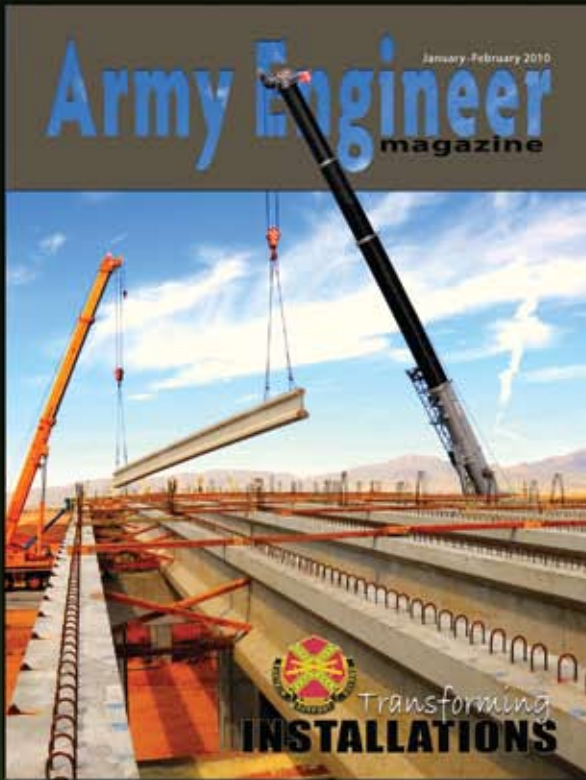
Linda Mitchell

Army Engineer Association
 PO Box 30260, Alexandria VA 22310-8260.
 TEL: 703.428.7084. FAX 703.428.6043
 Email: execasst@armyengineer.com

2011 Rate Schedule

NOTE: Rates listed below have been discounted for AEA Supporting Firm Members only. Rates pertain to 4-color ads only. For grayscale ads, subtract 20%. Non-member advertisers will be assessed a 15% surcharge on top of the below published rates. There is a 15% surcharge for premium space (inside front cover, center spread, inside back cover). Premium space is allocated on the basis of 6x placements only, and firms having said 6x placement for the 2010 publishing year are given first right of refusal for 2011. If premium space becomes available, others may request same. Please inquire (contact above) if premium space is available before requesting such on the 2011 Intent to Advertise Form.

	1x	2x	3x	4x	5x	6x
Full Page	\$1,297.00	\$2,538.00	\$3,765.00	\$4,903.00	\$6051.00	\$7094.00
Half Page	\$809.00	\$1,576.00	\$2,315.00	\$2,994.00	\$3,664.00	\$4,258.00
Qtr Page	\$567.00	\$1,093.00	\$1,591.00	\$2,037.00	\$2,469.00	\$2,838.00



Articles in each issue of the magazine complement, in many cases, the type advertisements included. For example, ads that promote items of equipment are typically located adjacent to articles that describe soldier use of similar items. Also, ads prepared by construction, design or environmental engineering firms will optimally be located near articles of a similar nature. Features are carefully selected by topic and theme, and there is a fair mix of engineer and engineer related military, civil, and industry-related material, so as to interest a wide range of readers. Eye-catching and creative layout/design are key priorities during preparation of each issue, and state-of-the-art image and publishing techniques and procedures are fully utilized.



**ARMY ENGINEER MAGAZINE
2011 Advertising Media Kit**

Advertising Contracts/Billings

Army Engineer Association
PO Box 30260
Alexandria VA 22310-8260
Tel: 703.428.7084
EMAIL: execast@armyengineer.com

Editor/Content/Layout

Editor, Army Engineer Magazine
148 Romana Drive
Ridgeway VA 24148
Tel: 276.956.1769
EMAIL: ae.editor@mac.com