



# SEA POWER

NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE

2007 Media Kit

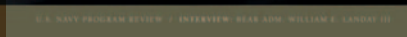
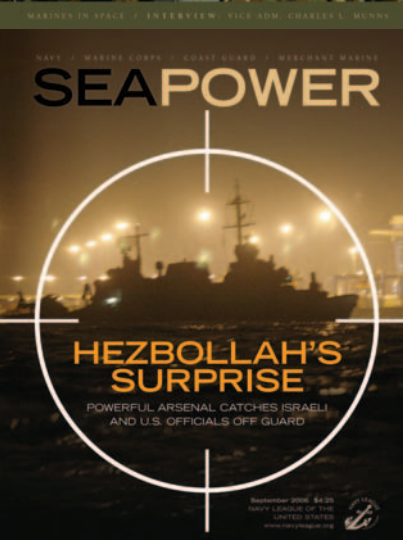
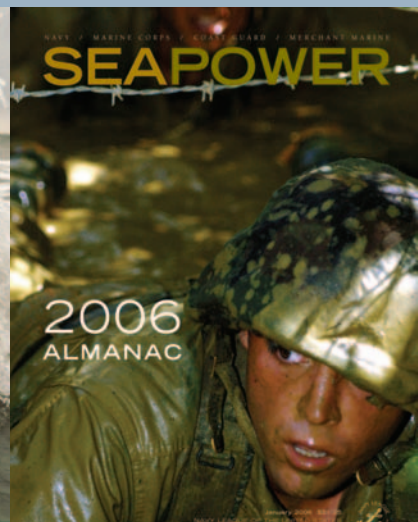
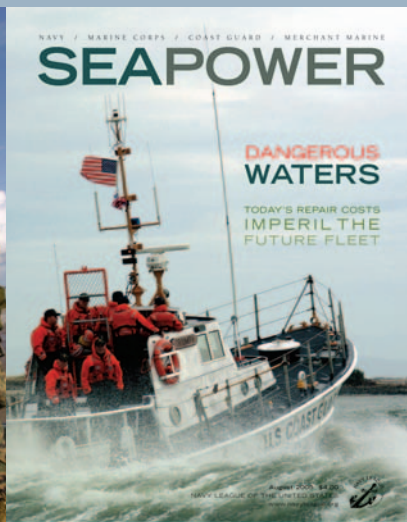
# SEAPOWER

The defense magazine that covers the future

*Seapower* magazine and its *Almanac* issue are official publications of the Navy League of the United States, a national organization founded in 1902 to support the U.S. sea services. *Seapower* articles cover a wide range of topics including national defense, foreign policy, naval affairs, maritime issues, homeland security and defense research, development and procurement. *Seapower* specializes in coverage that focuses on future policy and technology, such as defense strategies, emerging technologies and ways to improve the operational concepts and managerial processes of the sea services.

*Seapower's* principal mission is to educate Congress and the American people about the activities, requirements and accomplishments of the sea services and U.S.-flag Merchant Marine. It also provides a forum for senior sea service leaders to express their views on various topics of concern. *Seapower* supports and encourages the programs of the Navy League councils throughout the United States and overseas.

*Seapower* is the only audited monthly magazine that focuses exclusively on the nation's naval and maritime policies and priorities.





“The Navy League is vitally important in telling our story to the American people in a way that ensures continued support. The well-being of the Sailors, Marines and Coast Guardsmen who protect our liberties and extend the light of freedom to the dark corners of the world depends on a strong voice of advocacy. The sixty-five thousand active Navy League members in the 280 councils in the United States and overseas not only connect the sea services to the citizens we serve but also educate our fellow citizens as to the relationship of sea power to national security. Most assuredly, the League is an enduring institution on which we have come to rely.”

**GENERAL MICHAEL W. HAGEE**  
COMMANDANT OF THE MARINE CORPS



“I wish to thank **SEAPOW** magazine for its comprehensive, timely and authoritative reporting on the Deepwater program and the role this has played in increasing awareness of the critical need to modernize and recapitalize the U.S. Coast Guard. Further, I greatly appreciate the assistance **SEAPOW** has provided in helping the public view the Coast Guard, Navy and Marine Corps through a National Fleet prism emphasizing complementary and interoperable naval forces.”

**REAR ADM. GARY T. BLORE**  
PROGRAM EXECUTIVE OFFICER, INTEGRATED DEEPWATER SYSTEM, U.S. COAST GUARD



“**SEAPOW** is a great resource for anyone who wants insightful analyses and news about America’s sea services. The editorial staff and the leadership of the Navy League have developed a strong connection to leaders in industry and to our Navy-Marine Corps team. The insights provided in **SEAPOW** magazine reflect this relationship.”

**SECRETARY GORDON R. ENGLAND**  
ASSISTANT SECRETARY OF DEFENSE

**2007 RATE CARD**

	1X	3X	6X	9X	12X	18X	24X	ALMANAC *
<b>4-COLOR</b>								
2-PAGE SPREAD	14,056	12,943	12,593	12,377	12,174	11,808	11,459	18,018
1 PAGE	7,028	6,477	6,296	6,127	6,026	5,841	5,671	9,004
2/3 PAGE	5,623	5,390	5,162	5,146	5,062	4,913	4,765	7,203
1/2 PAGE	4,839	4,606	4,410	4,365	4,293	4,166	4,039	6,242
1/3 PAGE	3,933	3,699	3,525	3,519	3,461	3,355	3,254	
1/4 PAGE	3,275	3,148	3,085	2,996	2,947	2,862	2,777	
1/6 PAGE	1,813	1,733	1,670	1,627	1,601	1,521	1,473	
DIVIDER TAB								11,875
<b>BLACK &amp; WHITE</b>								
1 PAGE	5,904	5,607	5,258	4,914	4,834	4,685	4,547	8,311
2/3 PAGE	4,362	4,028	4,012	3,960	3,896	3,779	3,662	6,652
1/2 PAGE	3,509	3,413	3,207	3,131	3,079	3,042	2,889	5,544
1/3 PAGE	2,459	2,290	2,242	2,193	2,157	2,094	2,030	
1/4 PAGE	1,972	1,844	1,818	1,762	1,733	1,680	1,632	
1/6 PAGE	1,484	1,442	1,341	1,320	1,299	2,003	1,219	
<b>COVERS [ SOLD ON COMMITMENT OF 6X OR MORE ]</b>								
COVER 2			8,618	8,345	8,072	7,563	7,086	12,234
COVER 3			7,659	7,485	7,240	6,784	7,415	10,204
COVER 4			8,635	8,581	8,353	7,823	7,330	13,603

\* **SEAPOW**'S ALMANAC EDITION IS A 1X RATE AND WILL COUNT TOWARD THE FREQUENCY DISCOUNT.

## 2007 EDITORIAL CALENDAR

ISSUE	DEADLINES	EDITORIAL HIGHLIGHTS	TRADE SHOWS (SUBJECT TO CHANGE)
<b>JANUARY</b> SEAPOWER Almanac	SPACE: Dec. 3, 2006 MATERIALS: Dec. 10, 2006	<ul style="list-style-type: none"> <li>• All the Ships, Aircraft and Systems of the Sea Services</li> <li>• The Uniformed and Civilian Leadership in Defense, Homeland Security and Congress</li> </ul>	<ul style="list-style-type: none"> <li>• Surface Navy Association Annual Symposium, Arlington, Va.</li> </ul>
<b>FEBRUARY</b> Special Operations and Undersea Warfare	SPACE: Jan. 1, 2007 MATERIALS: Jan. 10, 2007	<ul style="list-style-type: none"> <li>• Naval Special Warfare Capabilities and Requirements</li> <li>• The Submarine Warfare Community: Platforms and Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Special Ops/Low Intensity Exhibition, Arlington, Va.</li> </ul>
<b>MARCH</b> Network-Centric Warfare	SPACE: Feb. 1, 2007 MATERIALS: Feb. 9, 2007	<ul style="list-style-type: none"> <li>• The Power of Networked Platform and System Collaboration</li> <li>• Progress Toward Achieving a Joint Network-Centric Warfare Vision</li> </ul>	<ul style="list-style-type: none"> <li>• NDIA/Solic Symposium</li> <li>• Net-Centric Operations, Arlington, Va.</li> </ul>
<b>APRIL</b> Sea-Air-Space	SPACE: March 1, 2007 MATERIALS: March 9, 2007	<ul style="list-style-type: none"> <li>• The Top Defense and Industry Leaders</li> <li>• The Sea Services' Acquisition Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Navy League's Sea-Air-Space Exposition, Washington, D.C.</li> <li>• Marine South Military Expo, Camp Lejeune, N.C.</li> </ul>
<b>MAY</b> Intelligence, Surveillance and Reconnaissance	SPACE: April 2, 2007 MATERIALS: April 10, 2007	<ul style="list-style-type: none"> <li>• Cutting Edge ISR Platforms and Systems</li> <li>• The Evolution of Sea Service</li> </ul>	<ul style="list-style-type: none"> <li>• NDIA Coast Guard</li> </ul>
<b>JUNE</b> Corporate Membership Directory	SPACE: May 1, 2007 MATERIALS: May 10, 2007	<ul style="list-style-type: none"> <li>• Products and Services of the Navy League's Corporate Members</li> <li>• The Navy League's Industrial Partners</li> <li>• Data on the Top Suppliers to the Sea Services</li> </ul>	<ul style="list-style-type: none"> <li>• ASNE Day, Washington, D.C.</li> <li>• UDT-Europe, Naples, Italy</li> </ul>
<b>JULY</b> Communications	SPACE: June 1, 2007 MATERIALS: June 11, 2007	<ul style="list-style-type: none"> <li>• A future file on the services' emerging communications requirements</li> </ul>	
<b>AUGUST</b> Deepwater and the U.S. Coast Guard	SPACE: July 2, 2007 MATERIALS: July 10, 2007	<ul style="list-style-type: none"> <li>• The Coast Guard's Ongoing Modernization Effort</li> <li>• The Challenges of Seaborne Homeland Security Missions</li> </ul>	<ul style="list-style-type: none"> <li>• AUVSI, Orlando, Fla.</li> </ul>
<b>SEPTEMBER</b> Surface Warfare and the U.S. Marine Corps	SPACE: Aug. 1, 2007 MATERIALS: Aug. 10, 2007	<ul style="list-style-type: none"> <li>• The Surface Warfare Community, Resources and Requirements</li> <li>• The Modern U.S. Marine Corps, Plans and Capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Modern Day Marine Exposition, Quantico, Va.</li> <li>• Maritime Security Expo, New York, N.Y.</li> </ul>
<b>OCTOBER</b> U.S. Navy Program Review	SPACE: Sept. 3, 2007 MATERIALS: Sept. 10, 2007	<ul style="list-style-type: none"> <li>• Key Navy Acquisition Programs, Platforms and Weapon Systems</li> <li>• The Resource Challenge and a New, Leaner Navy</li> </ul>	
<b>NOVEMBER</b> Naval Aviation	SPACE: Oct. 1, 2007 MATERIALS: Oct. 10, 2007	<ul style="list-style-type: none"> <li>• Standoff Attack and the Roles of Coordinated Naval and Joint Fires</li> <li>• Airborne Munitions, Pushing the Capabilities Envelope</li> </ul>	
<b>DECEMBER</b> Year In Review	SPACE: Nov. 1, 2007 MATERIALS: Nov. 9, 2007	<ul style="list-style-type: none"> <li>• Highlights of the issues and events that brought fundamental change in 2007</li> </ul>	<ul style="list-style-type: none"> <li>• I/ITSEC, Orlando, Fla.</li> <li>• AUSA Space and Missile Defense Symposium and Exhibition, El Paso, Texas</li> </ul>



“As a young intelligence briefer to the legendary Arleigh Burke, I gained a keen appreciation for the need for a strong Navy in an unsettled world. **SEAPOW** brings this point home to its readers every month with authoritative and informative reporting, superb photography and forward-looking editorial viewpoints.”

**SEN. RICHARD G. LUGAR, R-INDIANA**  
CHAIRMAN, FOREIGN RELATIONS COMMITTEE



“As the U.S. Representative from San Diego, the cornerstone of naval operations in the nation, it is critical to have a strong working relationship with the military leadership. The Navy League is adept at being an advocate for the sea services and bringing the military and civilian leadership together. The editorial staff at **SEAPOW** is an effective voice for the sea services and its personnel.”

**REP. SUSAN A. DAVIS, D-CALIF.**

## ADVERTISING SPECIFICATIONS

### FILE FORMAT

The suitable format is high-resolution Adobe PDF. The PDF file should be generated from a high-resolution PostScript file or printed using high-resolution settings. All files must have a resolution no lower than 300 dpi.

### AD SIZES

**PUBLICATION TRIM SIZE:** 8 1/8" x 10 3/4"

AD SPACE	WIDTH	HEIGHT
2 PAGE SPREAD, bleed*	16 1/2"	11"
1 PAGE, bleed*	8 3/8"	11"
1 PAGE, non-bleed	6 7/8"	10"
2/3 PAGE	4 1/2"	10"
1/2 PAGE, vertical	3 5/16"	10"
1/2 PAGE, horizontal	6 7/8"	5"
1/2 PAGE, island	4 1/2"	7"
1/2 PAGE SPREAD	15"	5"
1/3 PAGE, vertical	2 1/8"	10"
1/3 PAGE, square	4 1/2"	5"
1/4 PAGE	3 5/16"	5"
1/6 PAGE	3 5/16"	3 1/4"

\* SIZES FOR BLEED ADS INCLUDE 1/8 INCH ON EACH SIDE BEYOND THE PAGE TRIM

### COLOR SPECIFICATIONS

- 4-color ads must have CMYK (process colors); no RGB or embedded color profiles.
- No PMS or match colors, unless you have arranged for a spot color in your ad.
- Color proofs MUST accompany color ads.

### ADVERTISING POLICIES

All materials will be discarded one year after publication date. Advertisers will be short rated if they do not earn their frequency rates within a 12-month period from the date of the first insertion.

**CANCELLATIONS:** Ad page cancellations can be accepted 7 days prior to the space close date. Covers may be canceled with 60 days notice before closing date of issue.

**AGENCY COMMISSION:** 15% of gross billing allowed to recognized agencies provided account is paid 30 days from invoice date.

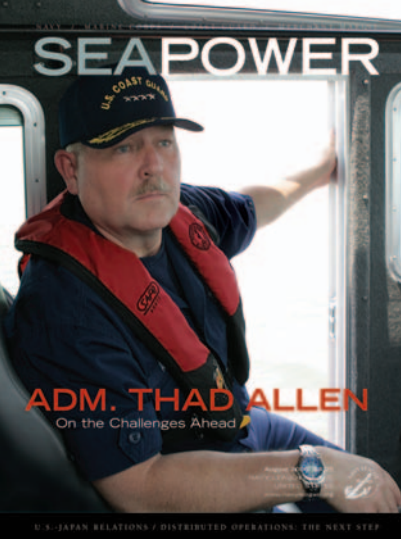
**BILLING:** Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser will accept responsibility for payment if the agency does not remit within 90 days.

**COPY AND CONTRACT REGULATIONS:** Advertisers and advertising agencies assume liability for all content (including text, representation, illustrations, maps, labels, trademarks and other copyrighted matter) of advertisements printed, and also assume responsibility for any claims made against the publisher. All advertising is subject to publisher's approval. Publisher retains the right to reject copy not suitable to policy.

### DELIVERY

Please send all materials and copies of ad insertions to:  
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Director of Advertising  
2300 Wilson Blvd., Suite 200  
Arlington, VA 22201-3308  
TEL 703-312-1582

Please send high-resolution PDF files to:  
acozza@navyleague.org



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