

*The*  
**LEATHERNECK**  
MAGAZINE OF THE MARINES

NOVEMBER 2017



100<sup>th</sup> ANNIVERSARY ISSUE

LEATHERNECK MEDIA KIT 2020

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INFORM & CONNECT THE MARINE COMMUNITY / LOYAL READERSHIP / PAID CIRCULATION

## MISSION

Leatherneck: *n.* a U.S. Marine



THERE ARE **NO**  
EX-MARINES.

Once an American earns the right to be called Leatherneck, they become a lifetime member of the U.S. Marines, America's finest fighting force.



Leatherneck  
Magazine of the Marines  
serves active, retired, reserve, veteran and future Marines. Started by Leathernecks in 1917, the magazine informs, entertains and educates the global community of Marines and their families.



## EDITORIAL

Published by the Marine Corps Association & Foundation, Leatherneck delivers news and features on units, training and equipment and provides information on programs, policies and services for those who served; and includes historical accounts from throughout the Marine Corps' past.

## FEATURES

Each issue contains a variety of articles on Marine Corps history, heroes of the Corps, and accomplishments of today's Marines.

## DEPARTMENTS

Sound Off: Letters to the Editor

Reunions & Requests

Sea Stories: Marines sharing tales of service

Corps Connections: Connecting the Marine Corps community

Crazy Caption

In Memoriam



"Once a Marine, always a Marine."  
—MSgt Paul Woysner

# Leatherneck

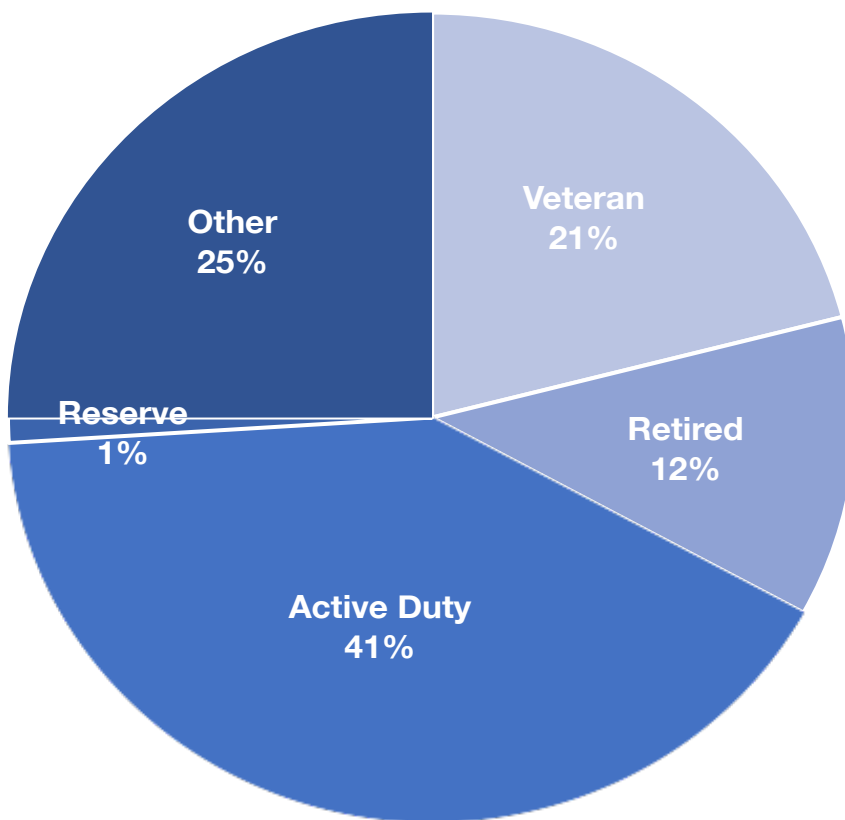
MAGAZINE OF THE MARINES

## CIRCULATION

**MONTHLY CIRCULATION:** 68,436

(Print and online circulation combined)

**READERSHIP:** 222,000



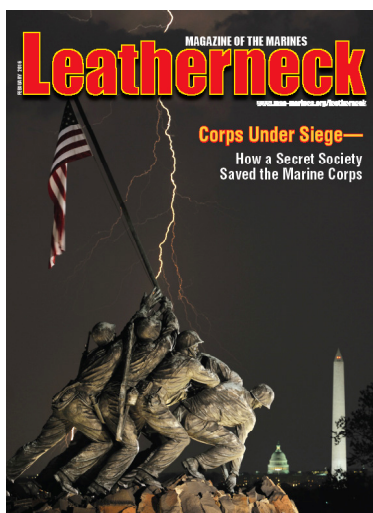
"The Marine Corps has been called..the "elite" Corps of this country.  
I think it is the "elite" Corps of the world."  
—Adm William F. Halsey

# Leatherneck

MAGAZINE OF THE MARINES

## EDITORIAL CALENDAR

2020 Issue	Space Close	Materials Close	Topic	Bonus Dist.
Jan	11/18	11/27		
Feb	12/19	12/31	Iwo Jima 75th Anniversary	
Mar	1/17	1/31		
Apr	2/19	2/28		
May	3/20	3/31		
Jun	4/21	4/30		
Jul	5/18	5/29		
Aug	6/23	6/30		
Sep	7/21	7/31		
Oct	8/18	8/31		
Nov	9/22	9/30	245th Marine Corps Birthday	
Dec	10/20	10/30		



For those who fight for it, life has a flavor the protected never know.  
—Inscription on jacket worn by a Marine machine-gunner on the DMZ, RVN, 1968



# Leatherneck

MAGAZINE OF THE MARINES

## DIGITAL



Leatherneck online is a community for Marines of all ranks— active duty, reserve, retired and Marine veterans, and their families.

**MCA&F Home Page** [www.mca-marines.org](http://www.mca-marines.org)  
**18,000+** Avg. Monthly Unique Visitors  
**33,700+** Monthly Page Views

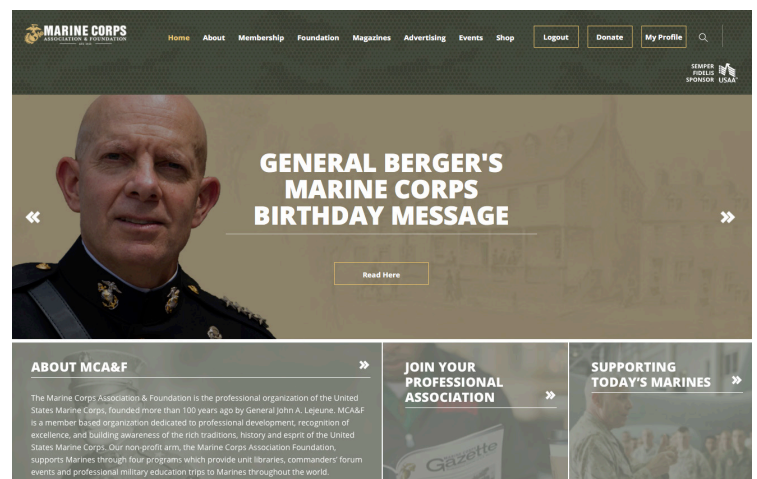
**The MARINE Shop Home Page** [www.marineshop.net](http://www.marineshop.net)  
**80,000+** Avg. Monthly Unique Visitors  
**21,000+** Weekly Page Views

Call for special Leaderboard advertising rates.

### SECTIONS INCLUDE

- Sound Off: Letters to the Editor
- Reunions & Requests
- Sea Stories: Marines sharing tales of service
- Corps Connections: Connecting the Marine community
- Crazy Caption
- In Memoriam

**Ad Placement:** Online advertising is available on the Homepage, Leatherneck, Marine Corps Gazette and on The MARINE Shop website.



## 2020 RATES

Rates effective January 1, 2020

PRINT RATES				
Black & White	1x	3x	6x	12x
Spread	\$6,080	\$5,770	\$5,460	\$5,165
Full Page	3,080	2,925	2,770	2,615
2/3 Page	2,210	2,100	1,990	1,875
1/2 Page	1,725	1,635	1,550	1,470
1/3 Page	1,165	1,110	1,045	990
1/6 Page	640	615	575	545
1/12 Page	460	440	410	390
1/24 Page	290	275	260	240
Black & White + 1 Spot Color				
Full Page	\$3,475	\$3,300	\$3,125	\$2,955
2/3 Page	2,605	2,475	2,345	2,215
1/2 Page	2,120	2,020	1,910	1,805
1/3 Page	1,498	1,423	1,348	1,273
1/6 Page	1,045	995	940	890
Four Color				
Spread	\$9,325	\$8,860	\$8,395	\$7,930
Full Page	5,180	4,925	4,665	4,405
2/3 Page	2,955	2,810	2,665	2,515
1/2 Page	2,720	2,586	2,449	2,313
1/3 Page	1,855	1,760	1,670	1,575
1/6 Page	1,340	1,270	1,205	1,140
Covers				
2nd & 3rd Cover	\$5,915	\$5,615	\$5,315	\$5,025
4th Cover	6,285	6,000	5,625	5,365
DIGITAL RATES				
	1 Month	6 Months	12 Months	
Top Leaderboard (1170x160)	\$1,000	\$900	\$800	

## CONTACT

LEEANN MITCHELL

Sales Representative

715 Broadway Street

Quantico, VA 22134

Tel: (703) 640-0169

[l.mitchell@mca-marines.org](mailto:l.mitchell@mca-marines.org)

## DIRECT RESPONSE ADS

NEW YORK

ILYSSA SOMER, 917-421-9055

[i.somer@jamesgelliott.com](mailto:i.somer@jamesgelliott.com)

PAMELA PAGAN, 917-421-9043

[p.pagan@jamesgelliott.com](mailto:p.pagan@jamesgelliott.com)

CHICAGO

CHARIYA MILINDAWAD, 312-348-1201

[c.milindawad@jamesgelliott.com](mailto:c.milindawad@jamesgelliott.com)

LOS ANGELES

KIM MCGRAW, 213-596-7215

[k.mcgraw@jamesgelliott.com](mailto:k.mcgraw@jamesgelliott.com)

Because we are a non profit organization we do not offer agency discounts.

There is no charge for bleed. Please contact your sales rep for Gatefolds, Cover Wraps, Polybags or any special opportunities.

Nonprint-Ready Material: Any copy that needs to be typeset, as well as non-print-ready art, must be submitted when the space reservations are made and must be received by the 25th of the month.

Cancellation Policy: The publisher reserves the right to accept or reject any advertising at their absolute discretion. No cancellations will be accepted after the closing date for print-ready mechanicals. Other cancellations and changes must be confirmed by the publisher before considered final.

The Marine Corps Association & Foundation is the publisher of Leatherneck and Marine Corps Gazette. Acceptance of advertising is subject

to the publisher's approval.

Responsibility for content is borne by the advertiser and the agency. Circulation is reviewed semiannually and is authenticated by the publisher.

## MECHANICAL SPECS

### GENERAL INFORMATION

TRIM SIZE: 8" X 10.875"

Bleed Size: 8.25" x 11.125". Leave at least 1/8" beyond the trim size of the head, face, and foot of the document. Objects not intended to bleed must be kept within the "live area." Ads that do not meet specified dimensions may be modified to fit.

Live area: 7.25" x 10" Line screen: 150

Method of printing: Web offset, four-color process

Method of binding: Saddle-stitched

Printed and furnished inserts/outserts: Pieces supplied must include 3 percent spoilage. Printer will need to review based on postal regulations. If the piece is four pages and the full size of the publication, allow 1/8" head, foot, face trim and a 3/8" binding flap at the face on pages 3 and 4. The binding flap will be on the high folio (pages 3 and 4) due to each publication being jogged to the head. Less than full size will need to be reviewed based on request to tip or bind in. All outserts in a polybag will need to be reviewed for placement in the bag based on co-mailing operations and postal regulations for periodicals-class mail.

Accepted File Formats: PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts). Include trim and registration marks.

Resolution: 300 or higher.

Color: Files must be saved as CMYK (no RGB or spot colors). Do not embed color profiles.

Black and White: Grayscale or line art files are accepted. Convert all type to vector outlines or embed fonts.

Ink Density: Must not exceed 300 percent.

### PROOFS

For accuracy, a proof at 100% is necessary for all submissions. The quality of the published ad may be a reflection of the quality of the proof received. Color reproduction is not guaranteed without a SWOP-calibrated color proof. Include trim and registration marks.

### DEADLINES

Print-ready ads and ads requiring typesetting must be received by the 25th of the month. Material is destroyed 12 months after use unless otherwise instructed. All material produced by Leatherneck becomes the property of Leatherneck.

### WEBSITE

<https://mca-marines.org/advertising>

### ONLINE ADS

Units: 1170x160 (Leaderboard)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

### MAILING INSTRUCTIONS

All contracts, insertion orders, inquiries, negatives, scotch prints, original mechanicals, or camera-ready art, etc. to: Leatherneck Advertising Dept.

TRIM SIZE  
8" x 10.875"



FULL PAGE  
7.25" x 10"



1/2 PAGE  
7.25" x 4.875"



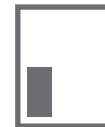
2/3 PAGE  
4.75" x 10"



1/3 PAGE  
VERTICAL  
2.25" x 10"



1/3 PAGE SQUARE  
4.75" x 4.875"



1/6 PAGE VERTICAL  
2.25" x 4.875"



1/6 PAGE  
HORIZONTAL  
4.75" x 2.25"



1/12 PAGE  
2.25" x 2.3125"



1/24 PAGE  
2.25" x 1"

Please Send PRINT Ad Materials to:  
Jason Monroe, Art Director  
Email: [j.monroe@mca-marines.org](mailto:j.monroe@mca-marines.org)

Please Send ONLINE Ad Materials to:  
Nick Wilson  
Email: [n.wilson@mca-marines.org](mailto:n.wilson@mca-marines.org)

Mailing Address:  
Leatherneck Magazine  
715 Broadway Street  
PO Box 1775  
Marine Corps Base  
Quantico, VA 22134-0775  
Attn: Jason Monroe, Art Director  
800-336-0291 ext. 148

For General Inquiries Contact:  
LeeAnn Mitchell  
715 Broadway Street  
PO Box 1775  
Quantico, VA 22134  
Tel: (703) 640-0169  
[l.mitchell@mca-marines.org](mailto:l.mitchell@mca-marines.org)