

MAY 2022

www.mca-marines.org/leatherneck

LEATHERNECK

MAGAZINE OF THE MARINES



Historic First: Corps Activates Marine Littoral Regiment

LEATHERNECK MEDIA KIT 2023

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

LEATHERNECK

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

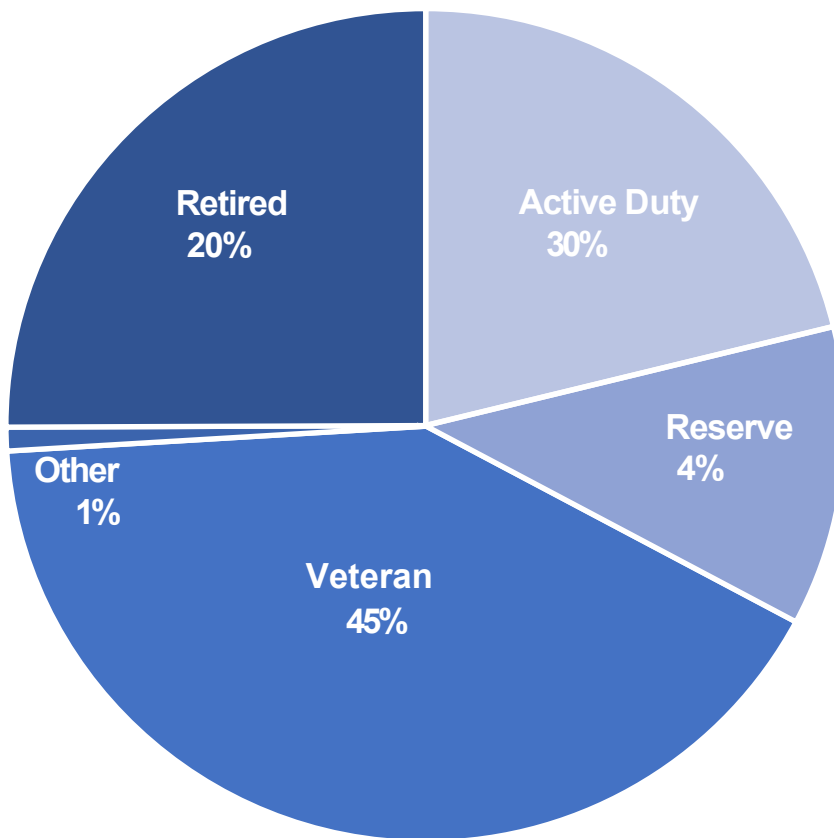
Magazine of the Marines serves active, retired, reserve, veteran and future Marines. Started by Leathernecks in 1917, the magazine informs, entertains and educates the global community of Marines and their families.

LEATHERNECK

CIRCULATION

MONTHLY CIRCULATION: 54,286 (September-May)
(Print and online circulation combined) 40,319 (June-August)

READERSHIP: 108,572

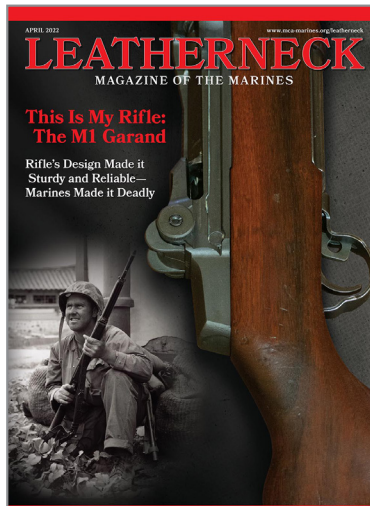


"The Marine Corps has been called ... the "elite" Corps of this country.
I think it is the "elite" Corps of the world."
—Adm William F. Halsey

LEATHERNECK

EDITORIAL CALENDAR

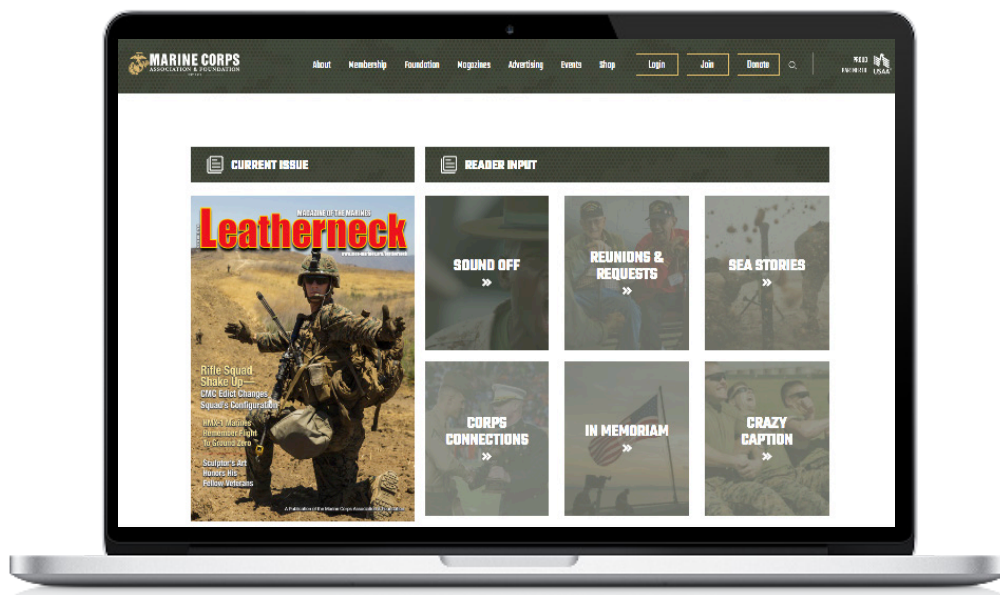
2023 Issue	Space Close	Materials Close	Topic	Bonus Dist.
Jan	11/10	11/18		
Feb	12/15	12/22		
Mar	01/12	01/20		
Apr	02/14	02/21		
May	03/15	03/22		
Jun	04/12	04/19	Modern Day Marine Logo / Booth Ad	
Jul	05/15	05/22		
Aug	06/13	06/20		
Sep	07/07	07/11		
Oct	08/15	08/22		
Nov	09/14	09/21	248th Marine Corps Birthday	
Dec	10/12	10/19		



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

DIGITAL



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

MCA Home Page

www.mca-marines.org

18,000+ Avg. Monthly Unique Visitors

33,700+ Monthly Page Views

The MARINE Shop Home Page

www.marineshop.net

80,000+ Avg. Monthly Unique Visitors

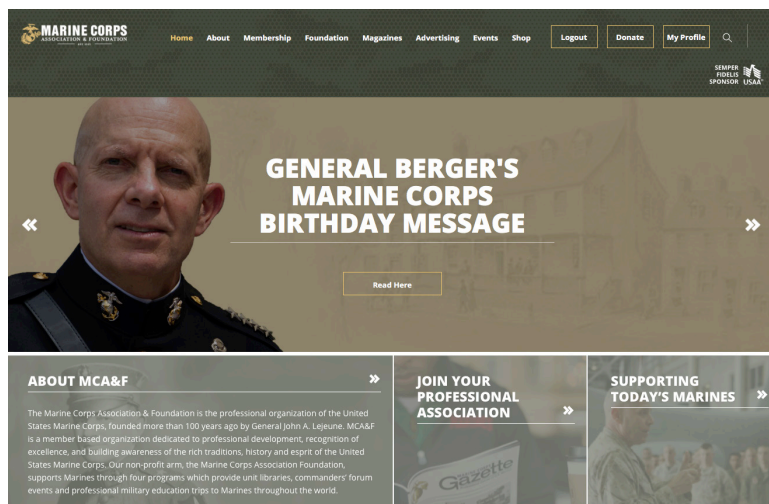
21,000+ Monthly Page Views

Call for special Leaderboard (1170x160), Epub Announcement Blast (300x200), and Skyscraper (120x600) 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, Membership, *Leatherneck*, Marine Corps *Gazette* web pages and on The MARINE Shop website.



LEATHERNECK

2023 RATES

Rates effective January 1, 2023

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				

Top Leaderboard (1170x160)

Epub Announcement Blast (300x200)

Skyscraper Ads (120x600)

For all digital inquiries please contact:
Valerie Preletz at
v.preletz@mca-marines.org

CONTACT

VALERIE PRELETZ

Advertising Coordinator

715 Broadway Street

Quantico, VA 22134

Tel: (703) 640-0107

v.preletz@mca-marines.org

Because we are a non-profit 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.

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 is the publisher of *Leatherneck* magazine 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.

LEATHERNECK

ADVERTISING SPECIFICATIONS

PRINT ADS

TRIM SIZE: 7.875" x 10.875"

BLEED SIZE: 8.125" 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: 7.125" 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 SCALE: Grayscale or line art files are accepted. Convert all type to vector outlines or embed fonts.

INK DENSITY: Must not exceed 300 percent.

ONLINE ADS

Units: 1170x160 (Leaderboard)

Units: 300x200 (Epublication Notice)

Units: 120x600 (Skyscraper Ads)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

CONTACTS

Please Send PRINT Ad Materials to:

Jason Monroe, Art Director
Email: j.monroe@mca-marines.org

Please send Both Print & Online:
Valerie Preletz, Advertising Coordinator
Email: v.preletz@mca-marines.org

For General Inquiries:

Contact: LeeAnn Mitchell
VP Corporate Sponsorship, Events & Advertising
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Mailing Address:
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22134-0775

