



NATIONAL GUARD ASSOCIATION OF THE UNITED STATES, INC.

ONE MASSACHUSETTS AVENUE, NW, WASHINGTON, D.C. 20001 (202) 789-0031

Contact: John Goheen at (202) 408-5882

New Advertising Sales Firm Begins Representing NGAUS

WASHINGTON (Aug. 4, 2010) — Nearly 45,000 National Guard officers now have a new firm selling advertising space in their monthly magazine and weekly electronic newsletter and website.

Mohanna Sales Representatives of Plano, Texas, began this week as the exclusive representatives for advertising sales in the official NGAUS publication, NATIONAL GUARD magazine; the electronic newsletter, *Washington Report*; and at www.ngaus.org.

“We are very excited to have Mohanna as our new sales partner,” said retired Maj. Gen. Gus L. Hargett Jr., NGAUS president. “Mohanna brings three decades of association-publication experience. They have an outstanding reputation for customer service. And they are up on all the latest trends and technology in the publishing and electronic-news business.”

NATIONAL GUARD magazine is the only independent, monthly, national publication dedicated to covering the issues important to the Army and Air National Guard. Articles include reports on Guard deployments at home and abroad, equipment-modernization and emerging-mission updates, and commentaries by Capitol Hill, Pentagon and Guard leaders.

The magazine is a membership benefit to all NGAUS members, but also is provided to Guard units nationwide, key members of Congress and their staffers, governors and other state officials, and military libraries outside the Guard. It is also sold by subscription.

Mitch Mohanna said NATIONAL GUARD magazine is that rare publication that offers many companies significant value-added for their advertising dollar.

“Advertisements in NATIONAL GUARD magazine reach an audience rich in local opinion leaders across then country,” he said. “And proceeds from the ads help fuel the NGAUS message to Congress to buy many of the same products and services advertised in the pages of the magazine.”

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About NGAUS: The association includes nearly 45,000 current or former Guard officers. It was created in 1878 to provide unified National Guard representation in Washington. In their first productive meeting after Reconstruction, militia officers from the North and South formed the association with the goal of obtaining better equipment and training by petitioning Congress for more resources. Today, 132 years later, NGAUS has the same mission.

Internet Availability: This document and other Guard and NGAUS news and information are available at www.ngaus.org.