

The National Guard Association of the United States is the nation's oldest military association. It was formed by militia officers in 1878 to obtain better equipment and training by petitioning Congress for more resources. Today, with a membership of 45,000 Guard officers, NGAUS continues that mission in support of nearly 465,000 Army and Air National Guard men and women, as well as their families, employers and all Guard retirees.

Results from association efforts over the decades can be seen across the National Guard. Much of today's equipment, training, pay and benefits are all the fruits of NGAUS' work on Capitol Hill. In recent years, the association has convinced Congress to add billions of dollars in aircraft, vehicles and other systems to the National Guard budget.



NGAUS
The National Guard Association of the United States

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(Advertisers in 2010-2011)



Did you know?

If your company is a NGAUS corporate member, you receive a 5 percent discount on all advertising rates, and you may opt to display our corporate member logo in your advertisements. To take advantage of this benefit in 2012, be sure your membership is up to date.

Contact Glenn Ross, NGAUS deputy director, industry liaison, at (202) 789-0031 or glenn.ross@ngaus.org to renew your membership or to inquire about becoming a corporate member.

Washington Report

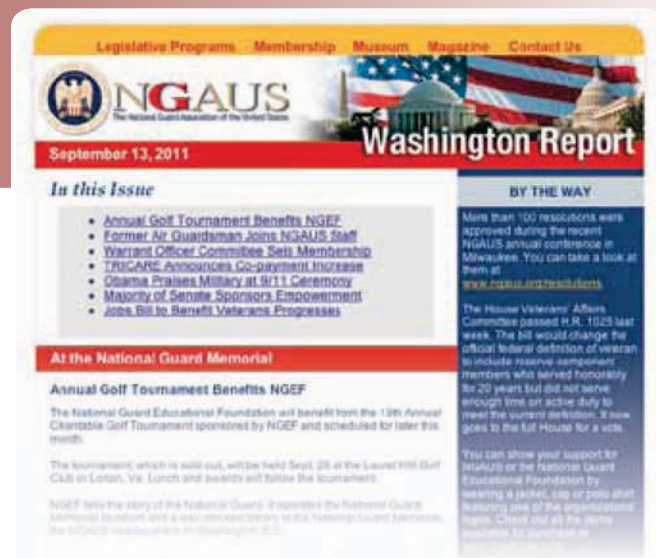
Washington Report is NGAUS' electronic newsletter that is e-mailed each Tuesday at 2 p.m. EST. The publication focuses on current events and updates about legislation that affects members of the Guard, as well as events happening at NGAUS and news around Capitol Hill.

Washington Report recipients include NGAUS members and individuals interested in National Guard-related news. It is e-mailed to approximately 31,500 Guard recipients.

Art Specifications

Advertisements must be e-mailed to ads@ngaus.org as JPEG images, and the file size must be under 1 MB. Be sure to include the product or service website URL.

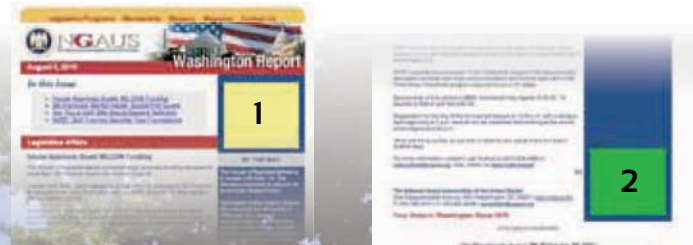
Advertisements must not exceed 170 pixels wide or 300 pixels high.



Rates and positions

	1x	3x	6x	12x
Position 1	\$2,890	\$2,760	\$2,630	\$2,500
Position 2	\$1,160	\$1,100	\$1,050	\$1,000

Rates include a hyperlink to the product or service website.



Position 1

Position 2



NGAUS Annual Conference & Exhibition

A NGAUS tradition since 1878, the annual conference and exhibition allows members to gather and vote on the top legislative priorities for NGAUS, share information and celebrate the camaraderie of being National Guard and NGAUS members.

Each year, more than 5,000 people, including Pentagon officials and guests from Congress, attend this four-day event packed with keynote speakers, entertainment, special events and access to one of the largest defense industry trade shows.

The next annual conference and exhibition will be held in Reno, Nevada, from Sept. 9–12, 2012.

To advertise in the NATIONAL GUARD magazine conference issue (September 2012), contact your Mohanna Sales Representative.



**The 134th NGAUS
General Conference
& Exhibition will be
held in Reno, NV
Sept. 9-12, 2012.**

- **To advertise in the 2012 Exhibition and Buyer's Guide or to reserve your booth space at the trade show contact:**

NGAUS Exhibit Management
c/o Technology Forums
4304 Beach Park Drive, Tampa, Fla. 33609
(703) 740-1940
LPowell@GovernmentMeetings.com
www.NGAUSconference.com

NATIONAL GUARD magazine



NATIONAL GUARD magazine, the official publication of NGAUS, has been in print since 1947 when it was known as *The National Guardsman*. The magazine's mission remains the same today as it was more than 60 years ago: To keep members informed on association activities and Guard-related issues worldwide.

The main feature story in each edition, whether it is about budget or aircraft, education or retirement, is tied to the association's legislative efforts to obtain the best training, the most modern equipment and the quality benefits National Guardsmen deserve as America's citizen-warriors.

Aside from the main stories, NATIONAL GUARD includes:

- Starting Point** > single snapshots that tell a story
- Letters & Updates** > readers have their say
- Chairman's Message** > a perspective on issues and events from the NGAUS chairman
- Washington Update** > Capitol Hill news that impacts Guardsmen
- Newsbreaks** > national news relevant to the National Guard
- Sound Bites** > thought-provoking quotes
- Guard Roots** > a popular feature focusing on the rich history of the National Guard
- State Roundup** > highlights from the 54 states and territories

On occasion, special departments include:

- Capital View** > members of Congress or Pentagon officials weigh in
- Association News** > membership updates from the Association
- Educational Foundation News** > information on the museum and educational programs
- Last Word** > readers with a lot to say are given the space to say it



CIRCULATION

NATIONAL GUARD magazine is the No. 1 BPA-audited publication with exclusive distribution to senior officers of the National Guard and the National Guard Bureau. Distribution also covers the Defense Department, congressional leaders, governors, defense industry executives, state and territory Guard associations and Guard units.

Readers of NATIONAL GUARD include key top leaders and advisors who decide how to spend or allocate the nearly \$30 billion National Guard budget. By advertising in NATIONAL GUARD, you help our readers stay up-to-date on new products and services, and positively reinforce your brand to the Guard audience.

	Qualified	Percent
Members of NGAUS	41,042	97%
Governors	55	.1%
U.S. Senators/Representatives/Staffers	568	1.3%
Government Agencies/Military Employees/Defense Industry	193	0.5%
Public Affairs Officers/Other	466	1.1%
Total Qualified Circulation	42,324	100%

Source: June 2011 BPA Circulation Statement

► **For advertising inquiries/
insertion orders:**

Mohanna Sales Representatives
 Anya Atwood, Client Service Associate
 305 W. Spring Creek Parkway
 Building C, Suite 101
 Plano, Texas 75023
 Tel: (214) 291-3660
 E-mail: anya@mohanna.com

35%

of NGAUS
members are
colonels and
generals

27%

of NGAUS
members are
in the Air
National Guard

73%

of NGAUS
members are
in the Army
National Guard



4-Color Rates*	1x	3x	6x	12x	18x	24x
2 Page Spread	\$12,460	\$11,730	\$11,230	\$10,760	\$10,230	\$9,710
Full Page	\$7,290	\$6,850	\$6,560	\$6,300	\$5,990	\$5,690
2/3 Page	\$5,470	\$4,760	\$4,570	\$4,430	\$4,200	\$4,000
1/2 Page	\$4,600	\$3,880	\$3,760	\$3,540	\$3,380	\$3,200
1/3 Page	\$3,850	\$3,210	\$3,020	\$2,930	\$2,780	\$2,640
1/4 Page	\$3,290	\$2,960	\$2,650	\$2,450	\$2,330	\$2,210

Cover Rates**	3x	6x	12x
Cover 2	\$7,930	\$7,780	\$7,440
Cover 3	\$7,650	\$7,330	\$7,060
Cover 4	\$10,100	\$9,730	\$9,220

*Black and white advertisements are priced at 15% less than 4-color advertisements.

**Must be 4-color. Check with account representative for earned rate discounts.

ART AND PRINTING SPECIFICATIONS

Magazine Trim Size: 8.25" x 10.75"

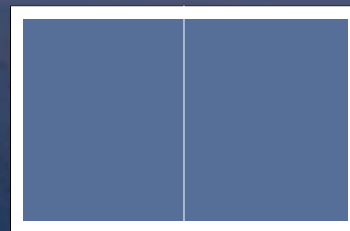
Bleed: Allow 1/8" bleed on all sides of a spread or full page advertisement.

Width by Height

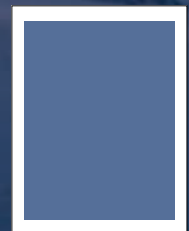
Two Page Spread	16.75" x 10.875" Live area 14" x 10"
Full Page Bleed	8.375" x 10.875" Live area 7" x 10"
2/3 Page Vertical	4.625" x 10"
2/3 Page Horizontal	7" x 6.625"
1/2 Page Vertical	3.375" x 10"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Island	4.625" x 7.375"
1/3 Page Vertical	2.25" x 10"
1/3 Page Square	4.625" x 4.875"
1/4 Page	4.625" x 3.75"

Magazine Details: Offset. Number of columns: 4. Saddle-stitched with exception of April and August issues. Halftone screen (B&W or 2-color); 175 preferred; 4-color: 175.

Acceptable File Formats: All files must be submitted as high resolution (300 dpi) PDF files or TIFFs. PDFs preferred. Process color CMYK format required with all B&W images submitted in Grayscale format. PDFs require all fonts embedded or converted to outlines. Flatten all files before submitting.



Two Page Spread



Full Page



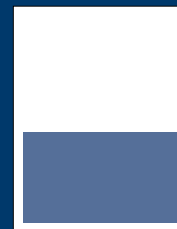
2/3 Page Vertical



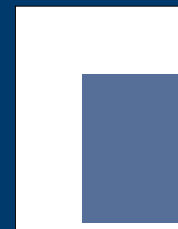
2/3 Page Horizontal



1/2 Page Vertical



1/2 Page Horizontal



1/2 Page Island



1/3 Page Vertical



1/3 Page Square



1/4 Page

ADVERTISING POLICY

Cancellations Any cancellation of/or change in contracts/insertion orders must be submitted in writing 30 days prior to issue reservation closing date. Advertiser failing to meet contracted frequency program will be subject to short rate. Advertiser failing to meet contracted frequency program will be subject to pay for all value-added benefits used and not earned with number of insertions run by the time of cancellation.

Agency Commission 15 percent of gross billing allowed to recognized agencies, provided account is paid 30 days from invoice date. Billing directed to the advertising agency at net rates is approved on condition that the advertiser will accept "dual responsibility" for payment if the agency does not remit within 90 days.

General Contract Conditions

Advertising materials must be provided to the publisher by the material due date indicated on the editorial calendar. Advertisers and advertising agencies assume liability for all costs and content (including text, representation, illustrations, maps, labels, trademarks or other copyrighted matter) associated with advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. All advertising is subject to publisher's approval. Publisher reserves the right to reject or cancel advertising not in keeping with the publication's values, interest or technical standards. Advertisers and advertising agencies warrant that all necessary copyright/trademark releases have been obtained in materials provided to the publisher. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for any monies due and payable to the publisher. Any general contract conditions, rates or editorial content decisions are subject to change by the publisher without notice.

CONTACT INFORMATION

➤ **For advertising inquiries/
insertion orders:**

Mohanna Sales Representatives
Anya Atwood, Client Service Associate
305 W. Spring Creek Parkway
Building C, Suite 101
Plano, Texas 75023
Tel: (214) 291-3660
E-mail: anya@mohanna.com

➤ **Send advertising
materials to:**

National Guard Association
of the United States
Attn: Magazine Production Manager
One Massachusetts Ave., N.W.
Washington, D.C. 20001
Tel: (202) 789-0031
E-mail: ads@ngaus.org

For FedEx deliveries only, you must
add 'Suite 200' to NGAUS' address
to ensure delivery.



2012 Editorial Calendar

Potential subjects of each major feature are listed as bullets and are subject to change.



Issue	Major Feature	Additional Feature	Bonus Distribution	Advertising Showcase
January Reservations: 12/1/11 Materials: 12/8/11 Ship date: 12/30/11	Homeland Defense/Homeland Security <ul style="list-style-type: none"> • State & Federal Roles • Emerging Threats & Responses • Disaster Preparedness 	Part-Time Service/ Full-Time Physical Fitness	NGEDA Meeting, Reno, Nev. DoD Cyber Crime Conference & Exposition, Atlanta, GA	Vehicles & Weapons
February Reservations: 1/4/12 Materials: 1/11/12 Ship date: 1/31/12	Health Care in the Guard <ul style="list-style-type: none"> • Rising Costs & Implications on the Force • Taking Care of Guard Retirees • VA Health Care 	National Guard STARBASE Program	AGAUS Conference Washington, D.C. National Guard ChalleNGE Champions Gala, Washington, D.C.	
March Reservations: 2/1/12 Materials: 2/8/12 Ship date: 2/29/12	Control, Communications, Computers & Intelligence (C4I) <ul style="list-style-type: none"> • Combat Net Radios • Net-Centric IT Capabilities • Next-Generation Communications 	Preview of 134th NGAUS General Conference & Exhibition	State Guard association conferences	Consulting & Special Services
April Reservations: 3/1/12 Materials: 3/8/12 Ship date: 3/30/12	Annual Legislative Issue <ul style="list-style-type: none"> • President's Guard Budget Request • NGAUS Legislative Agenda • Army/Air Guard Equipment Priorities • Congressional Guide 	Overview of State Benefits	Tactical C4 Conference & Exposition, Atlanta, GA State Guard association conferences	
May Reservations: 4/2/12 Materials: 4/9/12 Ship date: 4/30/12	Air Guard Aviation Modernization <ul style="list-style-type: none"> • Fighters • Airlifter/Transport • Refueling Tankers • Helicopters 	State Partnership Program	Army National Guard Logistics Management Seminar State Guard association conferences	Aviation
June Reservations: 5/1/12 Materials: 5/8/12 Ship date: 5/31/12	Army National Guard Aviation <ul style="list-style-type: none"> • Attack Helicopters • Utility Helicopters • Fixed-Wing Aircraft 	Inside Guard Cyber Units	AGAUS Conference Lincoln, Neb.	
Special Supplement: Annual NGAUS Corporate Associate Products & Services Guide				
July Reservations: 6/1/12 Materials: 6/8/12 Ship date: 6/29/12	New Emergency Response Equipment <ul style="list-style-type: none"> • Communications • NBC Detection & Protection • Protective Clothing, Equipment & Shelters 	Guard Family Programs	National Guard Family Program National Volunteer Workshop	Communication & Technology
August Reservations: 7/2/12 Materials: 7/9/12 Ship date: 7/31/12	The Guard & Event Security <ul style="list-style-type: none"> • Security at the Political Conventions • Security at Major Sporting Events • Security at International Summits 	Maximizing the G.I. Bill	41st Annual EANGUS Conference, Long Beach, Calif.	Exhibitors
September Reservations: 7/27/12 Materials: 8/3/12 Ship date: 8/31/12	134th General Conference & Exhibition Issue <ul style="list-style-type: none"> • Re-equipping the Guard (annual almanac of Army and Air major vehicles, aircraft and weapon systems) • 2012 Conference Exhibitors List • NGAUS Award Winners 	The Guard in 2020: What Will it Look Like, What Will it Be Doing	134th NGAUS General Conference & Exhibition, Reno, Nev.	
October Reservations: 9/3/12 Materials: 9/10/12 Ship date: 9/28/12	Vehicles & Logistics Equipment <ul style="list-style-type: none"> • Armored Fighting Vehicles • Tactical Wheeled Vehicles • Logistics Equipment 	Wounded Warriors		
November Reservations: 10/1/12 Materials: 10/8/12 Ship date: 10/31/12	Simulation, Training & Education <ul style="list-style-type: none"> • Advanced Information • Advances in Simulation Training • Web-Enabled Training 	NGAUS Conference Wrap-Up		Simulation, Training & Education
December Reservations: 11/1/12 Materials: 11/8/12 Ship date: 11/30/12	Unmanned Aerial Systems <ul style="list-style-type: none"> • Reconnaissance UAS • Hunter-Killer UAS • Tactical UAS 	376th National Guard Birthday	NGAUS Industry Day	