



☆☆☆ 2018

# MEDIA PLANNER

## *A POWERFUL* AUDIENCE

The National Guard Association of the United States

ONLINE | PRINT



**ADVERTISE** **WITH** NGAUS



## Connect Year-round

NGAUS members communicate directly with their elected officials on Capitol Hill and when lawmakers are back in their districts.

### Advertise Online

- *Washington Report*
- NGAUS Website

### Advertise in Print

- Corporate Member Products & Services Directory
- NATIONAL GUARD magazine

## A Powerful Audience

NGAUS members make purchases in their states and strongly influence buying decisions in Washington

The National Guard Association of the United States, the nation's oldest military association, was formed by militia officers in 1878 to obtain better equipment and training by educating Congress on Guard requirements.

Today, with a membership of more than 40,000 current and former Guard officers nationwide, NGAUS continues that mission in support of nearly 460,000 Army and Air National Guard men and women, as well as their families, employers and all Guard retirees.

Our readership also includes Pentagon officials, the nation's governors, key members of Congress and the defense industry.

## MEDIA PLANNER

***"Never underestimate the influence of the National Guard."***

—Sen. John McCain,  
"Congress defies Pentagon plans on Guard cuts,"  
Gannett News Service, May 24, 2012

## NGAUS Website

### Art Specs

Advertisements must be 315 pixels wide by 110 pixels high. E-mail advertisements to [ads@ngaus.org](mailto:ads@ngaus.org) as JPEG images only. The file size must be under 1 MB. Be sure to include the website URL to link to the advertisement.

### Rates and Positions

Three positions are offered starting at \$1,900 per month. Frequency discounts are available.

## Washington Report

### Art Specs

Advertisements must not exceed 650 pixels wide by 120 pixels high. Email advertisements to [ads@ngaus.org](mailto:ads@ngaus.org) as JPEG images only. The file size must be under 1 MB. Be sure to include the website URL to link to the advertisement.

### Rates and Positions

Four positions are offered starting at \$1,800 per month. Frequency discounts are available.

## NGAUS Website

Advertising opportunities are now a part of the new and improved NGAUS website at [www.ngaus.org](http://www.ngaus.org)

Your advertisement will appear on multiple pages including:

*Home, About NGAUS, Events, Insurance Trust, Magazine, News & Press Releases*

## Washington Report

The NGAUS electronic newsletter

*Washington Report*, the NGAUS electronic newsletter, is e-mailed every Tuesday at 2 p.m. Eastern. It focuses on current events and updates about legislation that affect 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 Guard-related news. It is e-mailed to more than 30,000 opt-in recipients.

## Get Noticed

The NGAUS website receives over 20,000 visits every month.



## MEDIA PLANNER

*“Recent messaging by NGAUS has greatly assisted our efforts to inform Congress about the C-130 modernization problems we’re facing. You can do things I cannot. Thank you.”*

—Gen. Darren W. McDew, commander, Air Mobility Command,  
136th NGAUS General Conference & Exhibition,  
Chicago, Aug. 24, 2014





## Our Circulation

### NGAUS Members

39,510

### Governors

54

### U.S. Senators/ Representatives

535

### Public Affairs/Government/ Defense/Other

744

### Total Circulation

40,843

12-month average from  
Oct. 2016 to Sept. 2017

**Source:** United States Postal Service  
Statement of Ownership, Management,  
and Circulation

## NATIONAL GUARD *magazine*

The official publication of NGAUS

NATIONAL GUARD magazine, the official publication of NGAUS, has been keeping members informed on Guard-related issues worldwide since 1947. We also offer our magazine in a digital edition.

The main feature story in each edition is tied to the association's legislative efforts to obtain the best training, the most modern equipment and quality benefits for America's citizen-soldiers and airmen.

## About Our Readers

**79%** say the magazine has unique information found nowhere else.

**74%** take action after reading the magazine. Thirty percent of that action includes visiting an advertiser's website, purchasing or ordering a product or service, recommending a product or service, or contacting an advertiser in some other way.

**51%** of those who currently serve in the National Guard are involved in the purchases process for products and services for their unit or state/territory.

**49%** share their magazine with members of their units, colleagues, friends and family.

**43%** are retired National Guard officers.



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*The National Guard's "congressional/political clout [as embodied by NGAUS] rivals that of the NRA and Marine Corps in Washington, D.C."*

—Email from an unnamed retired, active-Army officer,  
"Active vs. Guard: An Avoidable Pentagon War,"  
BreakingDefense.com, June 28, 2013



## Categories

The Directory is organized by the following categories:

- Aircraft & Aircraft Modernization
- Consulting & Special Services
- Cybersecurity
- Emergency Response
- Force Protection
- Health Care
- Higher Education
- Information Technology
- Maintenance & Logistics
- Radios & Other Communications
- Specialty Products
- Training & Simulation
- Vehicles
- Weapons



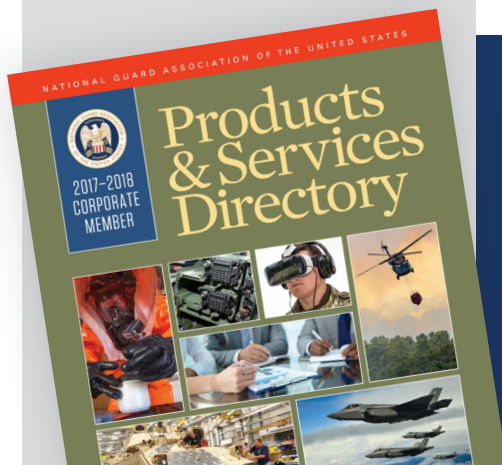
## NGAUS Corporate Member Products & Services Directory

A valuable resource for National Guard procurement nationwide

The NGAUS Corporate Member Products & Services Directory is a valuable resource for National Guard procurement nationwide.

This publication is mailed in conjunction with the June issue of NATIONAL GUARD magazine and is distributed throughout the year at various meetings and events. There is also a digital version available online.

All companies have the opportunity to advertise in the publication, however, as part of a membership benefit, only NGAUS corporate members receive a company listing, which includes a short biography and contact information. Corporate members also have the opportunity to enhance their listing with a company logo.



## Did You Know?

If your company is a NGAUS corporate member, not only do you receive a complimentary listing in the NGAUS Corporate Member Products & Services Directory, you receive a 5 percent discount off all NGAUS advertising rates. In addition, you may opt to display our corporate member seal in your advertisements. Be sure your membership is up to date to take advantage of this benefit.

Contact the industry liaison at 202-408-5888 or [industry@ngaus.org](mailto:industry@ngaus.org) to renew your membership or to inquire about becoming a corporate member.





# 2018 EDITORIAL CALENDAR

Issue	Major Feature	Another Feature	Bonus Distribution	Advertising Showcase	Deadlines	Ship Date
January	<b>Domestic Response</b> Potential subjects: • Evolving threats • New response equipment & tactics • Dedicated WMD units	Identity theft in the military	Annual NGEDA Meeting New Orleans	Domestic response products & services	Reservations: Dec. 13, 2017 Materials: Dec. 15, 2017	Jan. 2, 2018
February	<b>Health Care</b> Potential subjects: • Guard & Reserve programs • Changes to TRICARE • Spiraling costs	Special insurance programs designed for Guard members	AGAUS Winter Conference Washington, D.C.		Reservations: Jan. 15, 2018 Materials: Jan. 17, 2018	Jan. 30, 2018
March	<b>Higher Education</b> Potential subjects: • Guard-friendly schools • Career-advancing programs • Profit vs. nonprofit schools	Preview of the 140th General Conference & Exhibition	State National Guard association conferences	Education programs	Reservations: Feb. 14, 2018 Materials: Feb. 16, 2018	March 1, 2018
April	<b>Annual Legislative Issue</b> Content includes: • President's Guard budget request • NGAUS legislative priorities • Congressional Guide		State National Guard association conferences		Reservations: March 14, 2018 Materials: March 16, 2018	March 29, 2018
May	<b>Air National Guard Aviation Modernization</b> Potential subjects: • Fighters • Airlifters • Refueling tankers	VA home loans	State National Guard association conferences	Aviation products & services	Reservations: April 11, 2018 Materials: April 13, 2018	April 26, 2018
June	<b>Remotely Pilot Aircraft/ Unmanned Aerial Vehicles</b> Special supplement: 2018-2019 NGAUS Corporate Member Products & Services Directory	Military benefits large & small	AGAUS Summer Conference State National Guard association conferences		Reservations: May 14, 2018 Materials: May 16, 2018	May 29, 2018
July	<b>Ground Vehicles</b> Potential subjects: • Tanks & fighting vehicles • Humvees & the JLT • Trucks	Space programs		Vehicle products & services	Reservations: June 13, 2018 Materials: June 15, 2018	June 28, 2018
August	<b>Communications</b> Potential subjects: • Combat Net Radios • Net-centric IT capabilities • Next-generation communications	National Guard infrastructure needs	EANGUS National Conference Charleston, West Virginia	NGAUS conference exhibitors	Reservations: July 11, 2018 Materials: July 13, 2018	July 26, 2018
September	<b>140th General Conference &amp; Exhibition Issue</b> Content includes: • Equipping the Guard (Annual almanac of Army and Air National Guard vehicles, aircraft & weapons)	Preparing for new aircraft	140th General Conference & Exhibition New Orleans Aug. 24-27, 2018		Reservations: Aug. 1, 2018 Materials: Aug. 3, 2018	Aug. 17, 2018
October	<b>Cybersecurity</b> Potential subjects: • New threats • Cyber units • Ethical hacking	Guard engineer capabilities & requirements		Engineer equipment	Reservations: Sept. 12, 2018 Materials: Sept. 14, 2018	Sept. 27, 2018
November	<b>Simulators</b> Potential subjects: • Guard requirements • Virtual vs. augmented reality • Cost & time savings	Radios & other communications equipment			Reservations: Oct. 10, 2018 Materials: Oct. 12, 2018	Oct. 25, 2018
December	<b>Army National Guard Aviation Modernization</b> Potential subjects: • Utility helicopters • Attack helicopters • Fixed-wing aircraft	Next-generation battlefield cuisine	NGAUS Industry Day, Washington, D.C. National Guard birthday reception, Washington, D.C.	Aviation products & services	Reservations: Nov. 13, 2018 Materials: Nov. 15, 2018	Nov. 29, 2018



# 2018 ADVERTISING RATES

THE OFFICIAL PUBLICATION OF THE NATIONAL GUARD ASSOCIATION OF THE UNITED STATES

## NATIONAL GUARD

### Advertising Rates by Size and Frequency

Four-Color Rates*	1x	3x	6x	12x	18x	24x
<b>Two-Page Spread</b>	\$14,410	\$13,590	\$12,990	\$12,460	\$11,850	\$11,260
<b>Full Page</b>	\$8,450	\$7,920	\$7,590	\$7,190	\$6,930	\$6,590
<b>2/3 Page</b>	\$6,330	\$5,520	\$5,290	\$5,120	\$4,860	\$4,630
<b>1/2 Page</b>	\$5,320	\$4,490	\$4,360	\$4,090	\$3,910	\$3,690
<b>1/3 Page</b>	\$4,460	\$3,690	\$3,490	\$3,390	\$3,220	\$3,050
<b>1/4 Page</b>	\$3,790	\$3,420	\$3,060	\$2,840	\$2,690	\$2,550
<b>Cover Rates**</b>		<b>3x</b>	<b>6x</b>	<b>12x</b>		
<b>Cover 2</b>		\$9,180	\$8,990	\$8,620		
<b>Cover 3</b>		\$8,860	\$8,490	\$8,190		
<b>Cover 4</b>		\$11,690	\$11,280	\$10,680		

\* B&W advertisements are priced at 15 percent less than four-color advertisements

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



## MEDIA PLANNER





## Advertising Sizes

Magazine Trim Size: 8.25" x 10.75"

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



		Width by Height	Live Area
1	Two-Page Spread w/Bleed	16.75" x 11"	14" x 10"
2	Full-Page w/Bleed	8.50" x 11"	7" x 10"
3	2/3 Page Vertical	4.625" x 10"	
4	2/3 Page Horizontal	7" x 6.625"	
5	1/2 Page Vertical	3.375" x 10"	
6	1/2 Page Horizontal	7" x 4.875"	
7	1/2 Page Island	4.625" x 7.375"	
8	1/3 Page Vertical	2.25" x 10"	
9	1/3 Page Square	4.625" x 4.875"	
10	1/4 Page	4.625" x 3.75"	

## LAYOUT GUIDELINES

1



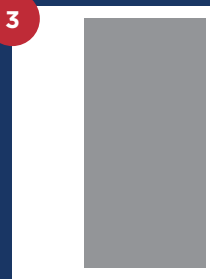
**Magazine Details:** Offset. 4 columns. Saddle-stitched with the exception of April and September issues. Halftone screen (BW or two-color); 175 preferred; four-color: 175.

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

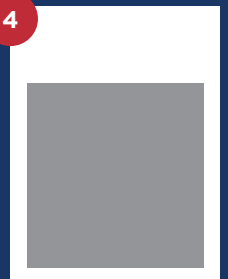
2



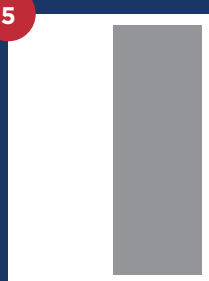
3



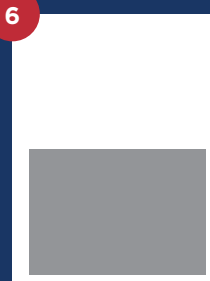
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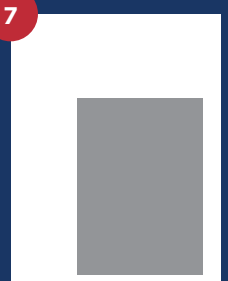
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6



7



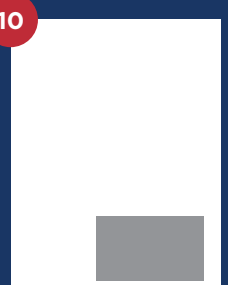
8



9



10



## ***Join Our Growing List of Advertisers\****

AgustaWestland	Eagle Eyes	Masimo	Sikorsky, a Lockheed
Airbus	Elbit Systems of America	Megadoor	Martin Company
AM General	ESS EyePro	MetLife/TRICARE	SilverTowne L.P.
ASSA ABLOY	Esterline CMC Electronics	Dental Program	SKYDEX Technologies
Entrance Systems	EXELIS	Military Benefit Association	Sneaky Pete Holsters
Ball Aerospace & Technologies Corporation	Finmeccanica North America	Management and Training Consultants	Sprint
Becker Avionics	Fireaway	National Emergency Management Association	Stauer
Beechcraft	FLIR Systems	Nissan	Textron Aviation
Bell Helicopter	FNH USA	Northrop Grumman	Textron AirLand - Scorpion
Blue Ridge Networks	General Atomics Aeronautical Systems	PAR Government Systems	Textron Systems
Bobcat Company	Geochron	Phantom Products	Thomas Edison State University
Boeing	GovMint	Pilatus Aircraft	Trijicon
Bose	Grand Canyon University	Post University	TSSi
Breeze-Eastern	Grantham University	Pritzker Military Museum & Library	United Through Reading
Calculux	Heil Trailer	PureTalk USA	University of Maryland University College
California Institute of Advanced Management	High-G Technologies	R2 Associates	University of Phoenix
Chenega Corporation	I-4	Raydon	USAA
Coastal Seat Cushions	Immediate Response Technologies	Robertson Fuel Systems	UTC Aerospace Systems
Cobham Avionics	Indian River Colony Club	Rockwell Collins	Varidesk
Columbia College	JPS Interoperability Solutions	Rocky Brands	Veterans Commemoratives
Darley Defense	Kaplan University	Rogerson Kratos	Walgreens
David Clark Company	Koniag	Rolls-Royce	Western Shelter
Deployed Resources	LiteFighter	RumChata	
DRASH	Lockheed Martin	SAE International	
Drexel University	LRAD Corporation		

*\*2014 to 2017 Advertisers*

## **MEDIA**PLANNER





## Contact Information

### Tom Buttrick

Account Manager -  
Eastern United States

135 East 55<sup>th</sup> Street  
New York, NY 10022

917-421-9051

t.buttrick@jamesgelliott.com

### Art Bartholomew

Account Manager -  
Western United States

626 Wilshire Blvd., Suite 500  
Los Angeles, Calif. 90017

213-596-7239

a.bartholomew@jamesgelliott.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

202-789-0031

ads@nga.us

**For FedEx deliveries only: You  
must add 'Suite 200' to the NGAUS  
address to ensure delivery.**

## NGAUS Advertising Policies

**Cancellations:** Any cancellation 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:** Fifteen 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 in the media kit. 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 made against the publisher. All advertising is subject to publisher's approval. NGAUS reserves the right to reject or cancel advertising not in keeping with the organization's values, interest or technical standards. Advertisers and advertising agencies warrant that all necessary copyright/trademark releases have been obtained in materials prior to submitting to NGAUS. NGAUS 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 NGAUS without notice.

