



NATIONAL
GUARD
ASSOCIATION
OF THE
UNITED STATES

A Powerful Audience



2020

MEDIA PLANNER

A Powerful Association A Powerful Audience

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

NGAUS is the nation's oldest military association. 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.

In the decades since, the association has spearheaded efforts that have transformed loosely connected state militias into an operational force with modern equipment, worldwide missions, and a seat on the Joint Chiefs of Staff.

Today, with a membership of more than 40,000 current and former Guard officers nationwide, NGAUS continues its original mission in support of nearly 450,000 Army and Air National Guard men and women, as well as their families, employers and all Guard retirees.

Advertise in Digital

- NGAUS.org
- *Weekly Washington Report*

Advertise in Print

- NATIONAL GUARD magazine

Custom Content

Let NATIONAL GUARD help you inform and shape debate and deliver your unique expertise to the Guard community. NGAUS can help you develop, package and distribute your custom content for the Guard audience.



“Never underestimate the influence of the National Guard.”

—Sen. John McCain
1936–2018

Advertising Opportunities

Tom Buttrick
t.buttrick@jamesgelliott.com
917-421-9051



DIGITAL ADVERTISING OPPORTUNITIES

NGAUS.org

The redesigned NGAUS website gives members the content they requested: legislative accomplishments and current priorities, information on officer professional development opportunities and other association events, and the latest Guard news from Washington. Military leaders across the components, congressional staffers, the media, defense industry representatives, Guard family members, teachers and students also use the site. NGAUS.org receives a monthly average of 25,000 unique visitors.

Art Specs

Space is available at the following shapes and sizes (pixels, width × height):

970 × 90 | 728 × 90 | 468 × 60 | 336 × 280 | 320 × 50 | 200 × 200

E-mail advertisements to ads@ngaus.org as JPEG images only. The file size must be under 1 MB.

Rates and Positions

Four positions are available at \$1,600 per month. Ads will rotate from week to week. Frequency discounts are also available.



Washington Report

NGAUS distributes *Washington Report*, the association's electronic newsletter, every Tuesday at 2 p.m. Eastern. It focuses on Guard-related legislation, NGAUS events and news from the Pentagon.

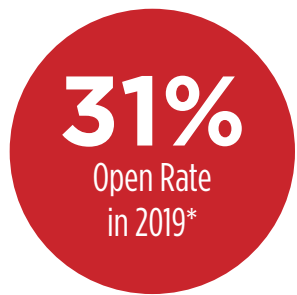
Washington Report goes to more than 31,000 opt-in recipients, including members of Congress and their staffs as well as NGAUS members.

Art Specs

Advertisements must not exceed 650 pixels wide by 120 pixels high. Email advertisements to ads@ngaus.org as JPEG images only. The file size must be under 1 MB.

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*Jan. 1 to Dec. 1, 2019



PRINT ADVERTISING OPPORTUNITIES

Circulation

37,687

NGAUS Members

54

Governors

535

U.S. Senators/ Representatives

623

Public Affairs/Government/
Defense/Other

38,899

Total Circulation

12-month average
from Oct. 2018 to Sept. 2019

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

NATIONAL GUARD

NATIONAL GUARD has been keeping NGAUS members informed of the issues that affect their career, their units and their profession since 1947. There is also a digital edition.

Who reads National Guard?

People who make or influence buying decisions:

- ▶ NGAUS members, who are all current and former National Guard officers, to include the Guard's senior leaders in every state, territory and the District of Columbia.
- ▶ Members of the U.S. Senate and House of Representatives, with additional distribution to the staffs of the appropriations and armed services committees in each chamber.
- ▶ Senior leaders of the Defense Department, Army, Air Force and the National Guard Bureau in the Pentagon.
- ▶ The nation's governors.
- ▶ Defense industry executives and program managers.
- ▶ Domestic first responders, the media, libraries and educational facilities.

Special Issues

- ▶ **The Legislative Issue (April)** — Essential desktop information for those who do business with the National Guard, including the latest dated data from every state, territory and the District of Columbia.
- ▶ **NGAUS Corporate Member Products & Services Directory (June)** — Includes a listing and contact information for every association corporate member. A great resource for procurement officers nationwide.
- ▶ **The Conference Issue (September)** — Available at the 142nd General Conference & Exhibition in Boston, as well as to all subscribers. Includes a modernization update on Army and Air National Guard major aircraft, vehicles and other platforms. The most-read issue of the year.



2019 PRINT & DIGITAL MEDIA PLANNER



NATIONAL GUARD 2020 Editorial Calendar

Issue	Major Feature	Secondary Feature	Bonus Distribution	Space	Materials	Ship/Online Date
JAN	Weapons of Mass Destruction Civil Support Teams	Election Cybersecurity	NGEDA Meeting Boston, Mass.	Dec. 11, 2019	Dec. 13, 2019	Dec. 27, 2019
FEB	Health Care	NGAUS Conference Preview	AGAUS Winter Conference Washington, D.C.	Jan. 10, 2020	Jan. 15, 2020	Jan. 30, 2020
MAR	Higher Education	Missile Defense	State Guard Association Conferences	Feb. 10, 2020	Feb. 12, 2020	Feb. 27, 2020
APR	Annual Legislative Issue	Underused Benefits (Home Loans, Recreation, Job Certifications)	State Guard Association Conferences	March 10, 2020	March 16, 2020	March 30, 2020
MAY	Air National Guard Aviation Modernization	New Tools for Domestic Response	State Guard Association Conferences	April 10, 2020	April 14, 2020	April 29, 2020
JUN	Unmanned Aerial Vehicles 2020-2021 Products & Services Directory	Military Coins	AGAUS Summer Conference Santa Fe, N.M.	May 11, 2020	May 16, 2020	May 28, 2020
JUL	Combat Vehicles	Artificial Intelligence		June 10, 2020	June 14, 2020	June 29, 2020
AUG	Radio Communications	National Guard Infrastructure Needs		July 10, 2020	July 17, 2020	July 30, 2020
SEP	Electronic Warfare	Equipping the Guard	142nd General Conference & Exhibition	July 31, 2020	Aug. 5, 2020	Aug. 20, 2020
OCT	Cybersecurity	Guard Engineer Capabilities & Requirements		Sept. 10, 2020	Sept. 15, 2020	Sept. 29, 2020
NOV	Simulator Training	Recruiting & Retaining National Guard Pilots (Fixed-Wing and Rotary)		Oct. 12, 2020	Oct. 15, 2020	Oct. 29, 2020
DEC	Army National Guard Aviation Modernization	Robots	NGAUS Industry Day Washington, D.C.	Nov. 10, 2020	Nov. 13, 2020	Nov. 30, 2020

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Magazine Contact Information

Tom Buttrick

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New York, NY 10022
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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@ngaus.org

For FedEx deliveries only:

You must add 'Suite 200' to
the NGAUS address to ensure
delivery.

Advertising Rates by Size and Frequency (Gross Rates)

Ad Rates	1x	3x	6x	12x	18x	24x
Two-Page Spread	\$14,410	\$13,590	\$12,990	\$12,460	\$11,850	\$11,260
Full Page	8,450	7,920	7,590	7,190	6,930	6,590
2/3 Page	6,330	5,520	5,290	5,120	4,860	4,630
1/2 Page	5,320	4,490	4,360	4,090	3,910	3,690
1/3 Page	4,460	3,690	3,490	3,390	3,220	3,050
1/4 Page	3,790	3,420	3,060	2,840	2,690	2,550

Cover Rates	3x	6x	12x
Cover 2	\$ 9,180	\$ 8,990	\$ 8,620
Cover 3	8,860	8,490	8,190
Cover 4	11,690	11,280	10,680



Advertising Policies

Cancellations: Any cancellation or change in contracts/insertion orders must be submitted 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: 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. 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 in materials have been obtained 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.





Advertising Sizes

Magazine Trim Size: 8.25" × 10.75"

Bleed: Allow .125" (1/8-inch) of bleed on all sides of a spread or full-page advertisement.

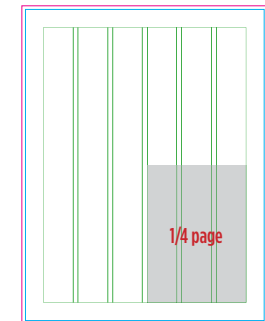
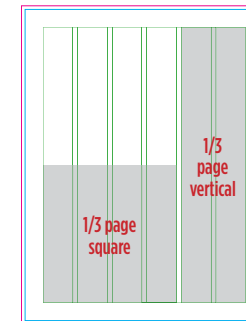
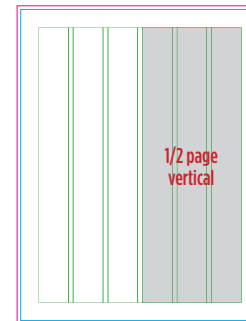
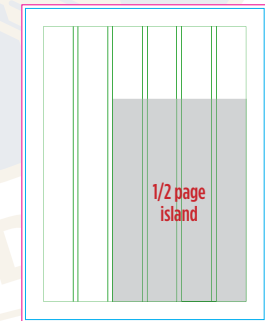
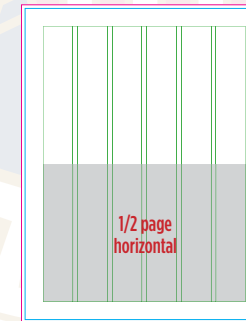
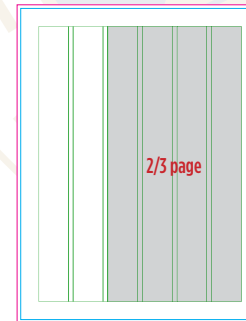
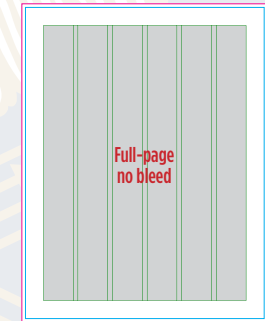
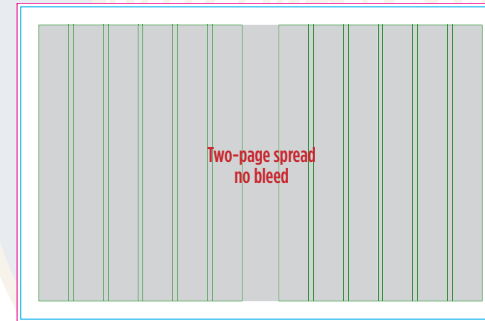
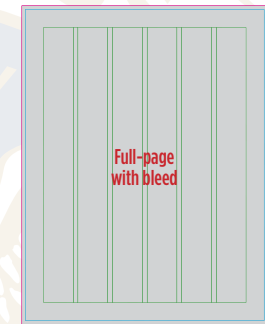
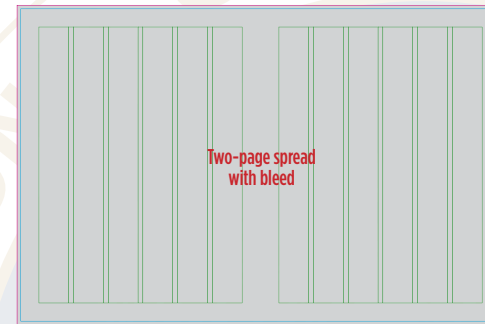
Ad size	Width × Height
Two-page spread with bleed	16.75" × 11"
Two-page spread, no bleed	15.25" × 9.5"
Full-page with bleed	8.50" × 11"
Full-page, no bleed	7" × 9.5"
2/3 page	4.625" × 9.5"
1/2 page vertical	3.375" × 9.5"
1/2 page horizontal	7" × 4.75"
1/2 page island	4.625" × 7"
1/3 page vertical	2.25" × 9.5"
1/3 page square	4.625" × 4.75"
1/4 page	3.375" × 4.75"

Layout Guidelines

Magazine Details: Offset. Saddle-stitched with the exception of April and September issues, which are perfect-bound.

Acceptable File Formats: All files must be submitted as high resolution (300 dpi) PDFs or JPGs. PDFs are preferred.

Process color CMYK format required. PDFs require all fonts to be embedded or converted to outlines. Flatten all files before submitting.



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