



NATIONAL  
GUARD  
ASSOCIATION  
OF THE  
UNITED STATES



# A Powerful Audience

# 2021

# 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 x height):

970 x 90 | 728 x 90 | 468 x 60 | 336 x 280 | 320 x 50 | 200 x 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.

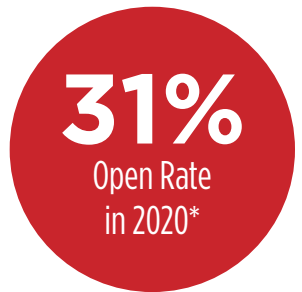
*Washington Report* goes to more than 33,000 opt-in recipients, including members of Congress and their staffs as well as NGAUS members.

### 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.

### Rates and Positions

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\*Jan. 1 to Oct. 1, 2020



# PRINT ADVERTISING OPPORTUNITIES

## Circulation

36,726

NGAUS Members

54

Governors

535

U.S. Senators/ Representatives

623

Public Affairs/Government/  
Defense/Other

37,938

Total Circulation

12-month average  
from Oct. 2019 to Sept. 2020

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

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2021 PRINT & DIGITAL MEDIA PLANNER

# 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 143rd General Conference & Exhibition in Charlotte, North Carolina, 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.





# NATIONAL GUARD 2021 Editorial Calendar

Issue	Major Feature	Secondary Feature	Bonus Distribution	Space	Materials	Ship/Online Date
<b>JAN</b>	Domestic Response	Robots		Dec. 11, 2020	Dec. 15, 2020	Dec. 28, 2020
<b>FEB</b>	Health Care	NGAUS Conference Preview		Jan. 12, 2021	Jan. 15, 2021	Jan. 29, 2021
<b>MAR</b>	Higher Education	Combat Vehicles	NGEDA Meeting Charlotte, N.C.	Feb. 10, 2021	Feb. 12, 2021	Feb. 26, 2021
<b>APR</b>	Annual Legislative Issue	National Guard Infrastructure Needs	State Guard Association Conferences	March 10, 2021	March 12, 2021	March 29, 2021
<b>MAY</b>	Air National Guard Aviation Modernization	Special Operations Forces	State Guard Association Conferences	April 13, 2021	April 16, 2021	April 29, 2021
<b>JUN</b>	Unmanned Aerial Vehicles Includes 2021–2022 Products & Services Directory	Developments in Personal Gear	State Guard Association Conferences	May 11, 2021	May 13, 2021	May 28, 2021
<b>JUL</b>	Aircraft and Vehicle Maintenance	Artificial Intelligence		June 11, 2021	June 15, 2021	June 29, 2021
<b>AUG</b>	Radio Communications	Guard in Space		July 13, 2021	July 16, 2021	July 30, 2021
<b>SEP</b>	Special Conference Issue 20th Anniversary of 9/11	Equipping the Guard	143rd General Conference & Exhibition Charlotte, N.C.	Aug. 10, 2021	Aug. 13, 2021	Aug. 27, 2021
<b>OCT</b>	Cybersecurity	Top Guard Employers		Sept. 10, 2021	Sept. 15, 2021	Sept. 29, 2021
<b>NOV</b>	Simulator Training	Guard Engineer Capabilities and Requirements		Oct. 12, 2021	Oct. 15, 2021	Oct. 29, 2021
<b>DEC</b>	Army National Guard Aviation Modernization	Holiday Gifts for Guard Soldiers and Airmen	NGAUS Industry Day Washington, D.C.	Nov. 12, 2021	Nov. 16, 2021	Nov. 30, 2021

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## Magazine Contact Information

Tom Buttrick  
135 East 55th St.  
New York, NY 10022  
917-421-9051  
t.buttrick@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.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.

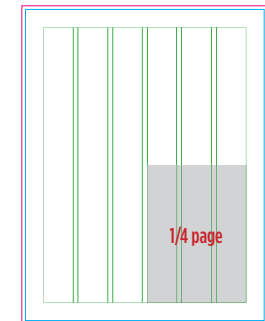
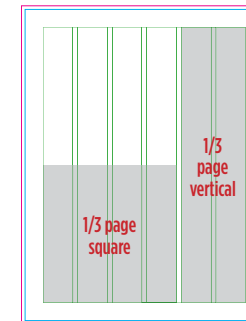
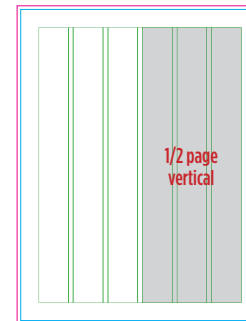
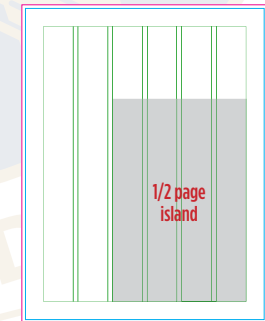
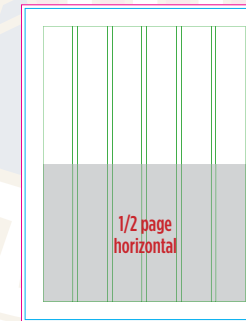
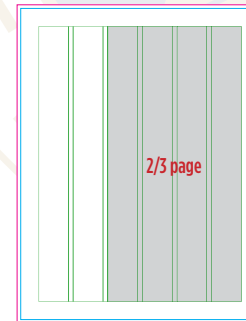
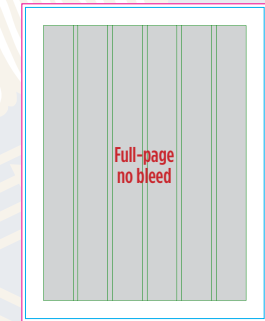
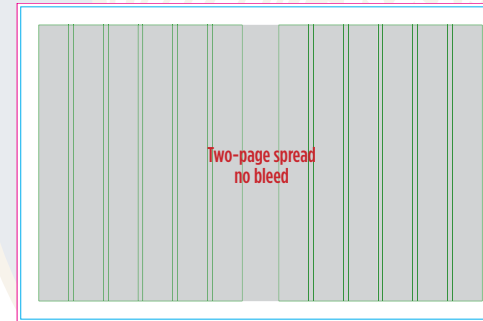
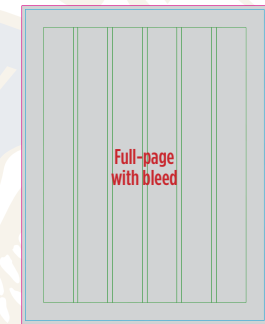
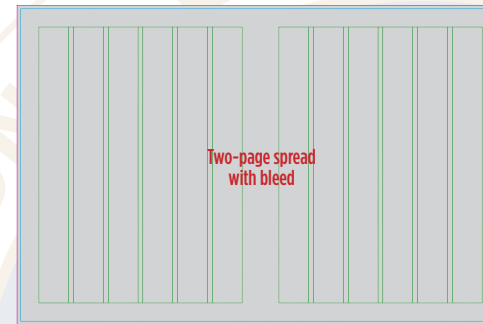
Ad size	Width × Height
Two-page spread with bleed	16.75" × 11"
Two-page spread, no bleed	15.25" × 9.5"
Full-page with bleed	8.50" × 11"
Full-page, no bleed	7" × 9.5"
2/3 page	4.625" × 9.5"
1/2 page vertical	3.375" × 9.5"
1/2 page horizontal	7" × 4.75"
1/2 page island	4.625" × 7"
1/3 page vertical	2.25"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

Process color CMYK format required. Fonts need to be 100% embedded. Flatten all files before submitting.



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