

2012 Advertising Rates



C4ISR - Advertising Rates

Size	Black & White	Black & 1 Color	4 Color
Two Page Spread	\$11,640	\$13,640	\$15,640
Full Page	5,820	6,820	7,820
1/2 Page	3,390	4,390	5,390
1/3 Page	2,270	3,270	4,270
1/4 Page	1,720	2,720	3,720
1/6 Page	1,100	-	-

C4ISR - Premium Position Rates

Cover Positions	
Center Spread	\$1,000
Inside Front Cover Spread	700
Inside Front Cover	500
Back Cover	500
Inside Back Cover	400
All Other Reserved Positions	275

Each Additional Color	
PMS	\$1,000
Metallic	\$1,150

Art Material Requirements/Closing Dates

Issue: Refer to Editorial Planner for issue dates, mailed at end of preceding month.
 Reservations: Please refer to Editorial Planner for ad closing dates.
 Materials: Due within one week of ad closing date.

Ad Specifications

Publication trims to 8.375" x 10.875" (212.7mm x 276.2mm)



Full Page
Live 7.375" x 10"
Bleed 8.625" x 11.125"
(219mm x 282.5mm)



1/2 Page Horizontal
7.375" x 4.875"
(187.3mm x 123.8mm)



1/2 Page Vertical
3.625" x 10"
(92.075mm x 254mm)



1/3 Page Horizontal
7.375" x 3.125"
(187.325mm x 79.375mm)

Additional Ad Sizes:

Two Page Spread	15.75" x 10"	438.15mm x 282.5mm
1/2 Page Island	4.875" x 7.125"	123.8mm x 180.9mm
1/3 Vertical	2.375" x 10"	60.3mm x 254mm
1/4 Page	3.625" x 4.875"	92mm x 123.8mm
1/6 Page	2.375" x 4.875"	60.3mm x 123.8mm
1/3 Page Island	4.375" x 5.25"	111.1mm x 133.3mm

Online Rates



Premium Positions

Positions	Open Rates (CPM)
Home Page Placement	
Posterboard (300 x 250)	\$125
Leaderboard (728 x 90)	118.75

Channel Placement

Posterboard (300 x 250)	\$95
Leaderboard (728 x 90)	90

Run of Site Ads

Positions	Open Rates (CPM)
Posterboard (300 x 250)	\$90
Leaderboard (728 x 90)	80

Online Ad Unit Configurations



Leaderboard: 728 x 90 pixels



Posterboard: 300 x 250 pixels

Armed Forces Journal, Training & Simulation Journal and C4ISR Journal use SWOP (Specifications for Web Offset Printing) standards.

Images must be CMYK, single colors will be converted to CMYK process equivalent. Black and white images are in grayscale mode.

Use a minimum input resolution of 300 dpi for images; for line art or scanned text, use a minimum of 800 dpi.

Total Ink - maximum of 300%.

Rules and frames for graphic and images should not be less than .5 point.

Type reversed out of a single ink area should be no less than 8 point (sans serif bold). Type reversed out of two or more overprinting colors should be no less than 10 point (sans serif bold).

When reversing type out of a screened single-ink background, the background screen should be at least 20% in tonal value. Screen type reversed in a solid color must not exceed 20% tint in tonal value if both the type and background are the same color.

Press, Match Print or Cromalin proofs are required. However, we will accept color laser, or black and white laser (there are no guarantees to color match and full payment will be enforced).

Cancellations for premium positions are NOON MONDAY, eight weeks prior to ad closing date. Cancellations after closing date will result in full payment for space plus premium charge.

If advertising material arrives after stated deadline, Gannett Government Media assumes no responsibility for expressed reproduction, positioning or other related matters surrounding the insertion. Full payment for the ad will be enforced.