

MilitaryTimes

A GANNETT COMPANY

ArmyTimes NavyTimes AirForceTimes MarineTimes

Newsweekly Gross Advertising Rates

Full Run Rates (All 4 MT Publications):

Size	4 Color	2 Color	Black & White
Two Page Spread	\$46,120	\$40,420	\$34,720
Jumbo Junior Spread	37,900	32,200	26,500
Full Page	23,060	20,210	17,360
Jumbo Junior Page	18,950	16,100	13,250
1/2 Page	16,100	13,250	10,400
2/5 Page	15,490	12,640	9,790
3/10 Page	13,050	10,200	7,350
1/5 Page	10,610	7,760	4,910
1/10 Page	8,140	5,290	2,440
Front Page Box	15,420		
Front Lines Box	6,840		

Partial Run Rates:

Combine any 3 publications	100% of Full Run Rate
Combine any 2 publications	85% of Full Run Rate

Single Publications:

Army Times Only	70% of Full Run Rate
Air Force Times Only	60% of Full Run Rate
Navy Times Only	55% of Full Run Rate
Marine Corps Times Only	45% of Full Run Rate

Premium Position Charges (Full Run Only):

Inside OffDuty Cover*	\$2,000
Inside Front Cover*	2,000
Center Spread Position (Full/Jumbo Jr./Junior Spread)	2,000
Opposite Sections (Washington, Fast Track,...)	750
Center Page	800
Other Requested Positions	500

Individual premium rates vary, contact your sales rep.*Full page minimum; **Full and Jumbo Junior only

Frequency Discounts

48x	20%	12x	8%
24x	12%	6x	5%
18x	10%	3x	3%

The same ad unit running in more than one Military Times publication on the same date counts one time toward the frequency discount, regardless of creative materials variances. However, two or more distinct ad units on the same issue date will count towards the frequency discount.

The frequency discount is valid across all Gannett Government Media publications, including MilitaryTimes, Defense News, Armed Forces Journal and Federal Times.

A plate change fee of \$300 (non-commissionable) will be billed for ad units with more than one creative material across publications

Material Requirements

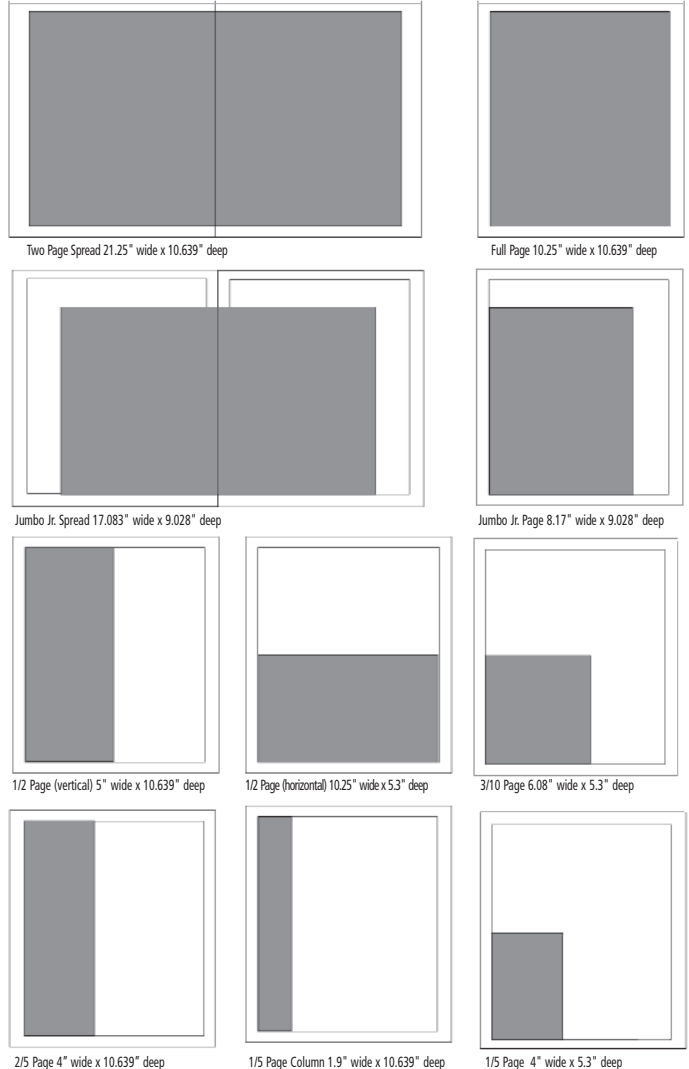
Two Page Spread	21.25" wide x 10.639" deep
Jumbo Junior Spread	17.083" wide x 9.028" deep
Full Page	10.25" wide x 10.639" deep
Jumbo Junior Page	8.17" wide x 9.028" deep
1/2 Page (vertical)	5" wide x 10.639" deep
1/2 Page (horizontal)	10.25" wide x 5.3" deep
2/5 Page	4" wide x 10.639" deep
3/10 Page	6.08" wide x 5.3" deep
1/5 Page Column	1.9" wide x 10.639" deep
1/5 Page	4" wide x 5.3" deep
1/10 Page	1.9" wide x 5.3" deep
Front Page Banner	7.875" wide x 1" deep

Other sizes available. See your Account Executive.

Ad Specifications

For complete listing of ad specifications: www.militarytimes.com/advertise

Final Publication Size 11.5" x 12.5" (folded only, no trim or stitch)



Online Advertising Rates

Military Times Websites Include: Militarytimes.com, Armytimes.com, Navytimes.com, Airforcetimes.com, and Marinecorpstimes.com

Premium Position	Open Rates (CPM)	
	Home Page	Channel
Posterboard (300 x 250)	\$50	\$37
Leaderboard (728 x 90)	43.75	32
Skyscraper (160 x 600)	37.50	27

Run of Site Ads	Open Rates (CPM)
Posterboard (300 x 250)	\$35
Leaderboard (728 x 90)	30
Skyscraper (160 x 600)	25

Remnant (All Rates are Net)	Open Rates (CPM)
Posterboard (300 x 250)	\$10
Leaderboard (728 x 90)	8
Skyscraper (160 x 600)	5

Individual site targeting 15% premium charge
 Geotargeting or domain targeting 25% premium charge
 Above the Scroll 15% premium charge

E-Newsletters: Posterboard (300 x 250), Skyscraper (160 x 600)

Early Bird Brief	\$2,500 per week
Daily News Roundup	\$1,500 per week

Ad Unit Configurations

Posterboard: 300 x 250 pixels Skyscraper: 160 x 600 pixels Leaderboard: 728 x 90 pixels