

## 2012 Special Category Rates

**MilitaryTimes**

**FEDERALTIMES**

### Recruitment Line & Display Rates\*

Full Run	\$29.90 per line
Army/Air Force	26.10 per line
Navy/Marine Corps	11.60 per line
Federal Times	9.30 per line
Fed Combo	8.37 per line

### Real Estate Rates

All Four Military Times Publications	\$18.50 per line
Army Times / Air Force Times Combo	16.00 per line
Navy Times / Marine Corps Times Combo	9.50 per line
Federal Times*	5.90 per line
Federal Times Combo	5.31 per line

### Other Category Rates\*

All Four Military Times Publications	\$27.50 per line
Army Times / Air Force Times Combo	24.00 per line
Navy Times / Marine Corps Times Combo	13.40 per line
Federal Times*	8.50 per line
Federal Times Combo	7.65 per line

\* 10% discount on Federal Times rates when bought in combination with any of the Military Times publications.

NOTE: All advertisements for the sale or rental of units published in the Military Times are subject to the Federal Fair Housing Act, which makes it illegal to advertise "any preference, limitation or discrimination because of race, color, religion, sex, handicap, familial status or national origin, or intention to make any such preference, limitation or discrimination."

### Frequency Discount - Single Publication

4 issues per year	10% off
13 issues per year	15% off
26 issues per year	20% off
52 issues per year	25% off

### Color Rates:

For Black Plus 1 Color: add	\$750
For 4 Color: add	\$1,500
Front Cover Banner	\$15,420

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

The frequency discount is valid across all GGMC publications, including Military Times, Defense News, Federal Times and Journals.

Each classified ad includes an online listing including company name, contact, address, email, Web site, and a 10-word product/company description.

### Milestone Rates

**Obituaries:** \$100 for 14 lines of text (minimum size). \$7 for each additional line. Weekly rate. We do not print photographs.

**Reunion/all other announcements:** \$15 for up to 8 lines of text. \$3 for each additional line. Weekly rate.

**Milestone section** runs in all four main publications: Army Times, Air Force Times, Navy Times and Marine Corps Times.

### Online Advertising Rates

#### Premium Position

	Open Rates (CPM)	
	Home Page Placement:	Channel Placement:
Posterboard (300 x 250)	\$50.00	\$37.00
Leaderboard (728 x 90)	43.75	32.00
Skyscraper (160 x 600)	37.50	27.00

#### Run of Site Ads

	Open Rates (CPM)
Posterboard (300 x 250)	\$35.00
Leaderboard (728 x 90)	30.00
Skyscraper (160 x 600)	25.00

#### Remnant (All Rates are Net)

	Open Rates (CPM)
Posterboard (300 x 250)	\$10.00
Leaderboard (728 x 90)	8.00
Skyscraper (160 x 600)	5.00

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

#### E-Newsletters

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

Military Times Web sites include: ArmyTimes.com, NavyTimes.com, AirForceTimes.com, MarineCorpsTimes.com, and MilitaryTimes.com

### Special Category Sponsorships

- Category Sponsorship - \$500 per month - \$5,000 per year includes 2- 728x90 leaderboards (40kb), 1- 120x90 spotlight ad (40kb)
- Spotlight Advertiser - \$200 per month (120 x 90)

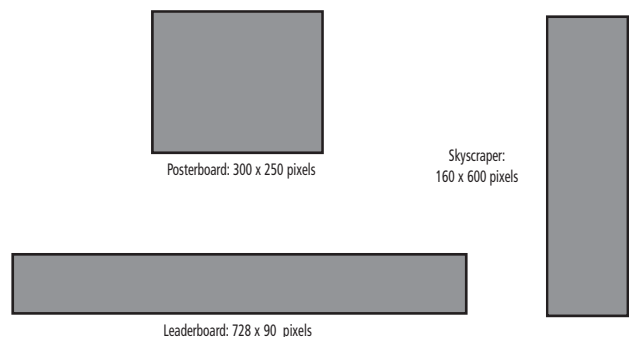
Online options must be purchased in conjunction with a print advertisement

### Additional Online Rates\*

The following options can be purchased to help increase visibility of your online listing:

- 75 - 100 word description, mapping, and photo - \$25.00 per month
- Photo - \$10.00 per month (120 x 90, 72 dpi)
- Mapping (via Mapquest) - \$10.00 per month
- Bold type in listing - \$2.00 per month
- Appearing in all regions - \$2.00 per month
- Logo - \$2.00 per month (120 x 90, 72 dpi)

### Online Ad Unit Configurations



### Creative Specifications

Maximum file size for (728 x 90), (300 x 250), (160 x 600):

- 40kb GIF, JPEG
- 40k Flash/Rich Media
- Neither Rich Media, nor third party ad tags are accepted on any of the Military Times, Defense News or Federal Times Push Products (Early Bird, This Week, Roundup).
- Maximum Animation Loop: 4
- Maximum Animation Length: 15 Seconds

#### Online Art & Cancellation Deadline

- Creative Deadline: Online banner art is due 72 hours (not including weekend hours) prior to the time it goes live on the website. Newsletter art is due 5 business days prior to the start of the campaign.
- Cancellations: Online cancellations are due 72 hours prior to the time it was meant to go live on the website. Newsletter cancellations are due 5 business days prior to the intended start of the campaign.
- For further details about online terms, conditions and specifications, please refer to the Online Specifications sheet.

PLEASE NOTE: Payment is due in full prior to the ad run or charged **weekly** to your credit card.

\*Rates subject to change without notice.