

# 2010 Advertising Rates



## Full Run Rates (All Four MT Publications):

Size	4 Color	2 Color	Black & White
Two Page Spread	\$44,380	\$38,680	\$32,980
Jumbo Junior Spread	34,680	28,980	23,280
Full Page	22,190	19,340	16,490
Jumbo Junior Page	17,340	14,490	11,640
1/2 Page	15,580	12,730	9,880
2/5 Page	15,000	12,150	9,300
3/10 Page	12,680	9,830	6,980
1/5 Page	10,360	7,510	4,660
1/10 Page	8,020	5,170	2,320

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

## Premium Position Charges (Full Run Only):

Inside Front - OFFduty Cover	\$3,000
Inside Front Cover*	3,000
Center Spread Position (Full/Jumbo Jr./Junior Spread)**	2,000
Center Page	800
All Other Requested Positions	500
Opposite Sections (Washington, Fast Track, etc.)	1,000

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

## Frequency Discounts

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

## Special Advertising Opportunities

Front Page Banner	\$14,650
Table of Contents	\$11,980
OFFduty Banner	\$13,500

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 ATPCo publications, including Military Times, 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.

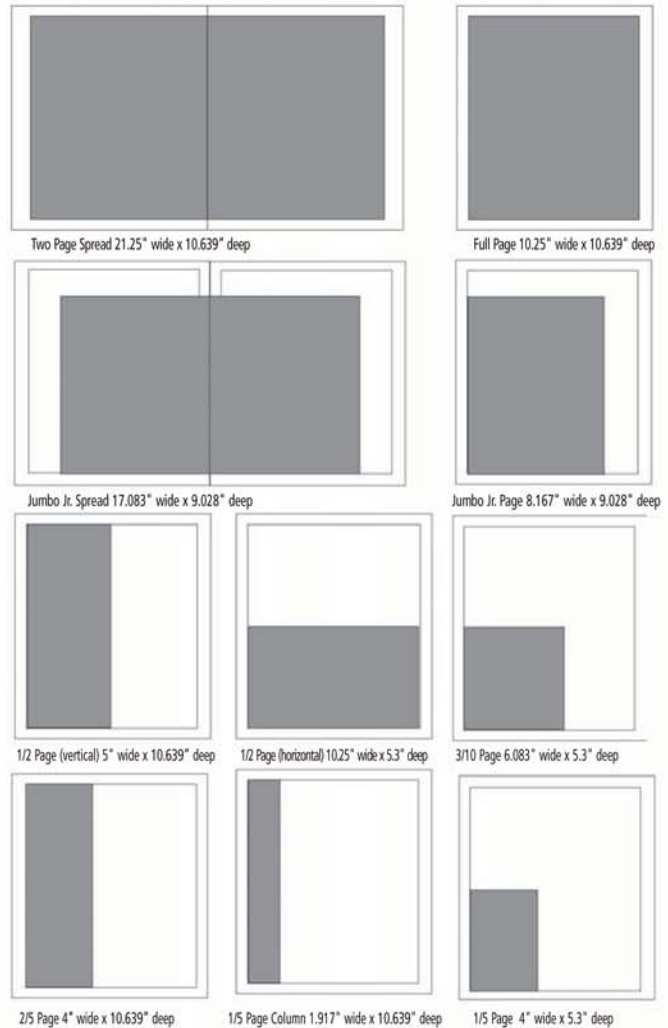
## Advertising Specifications

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	8.167" 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	1.917" wide x 10.639" deep
1/5 Page	4" wide x 5.3" deep
1/10 Page	1.917" wide x 5.3" deep
Front Page Banner	7.875" wide x 1" deep
OFFduty Banner	10.25" wide x 1" deep

For unique advertising opportunities contact your Account Executive.

For complete listing of ad specifications: [www.militarytimes.com/advertise](http://www.militarytimes.com/advertise)

Final Publication Size 11.375" x 12" (folded only, no trim or stitch)



## Online Advertising Rates

Military Times Web Sites Include: MilitaryTimes.com, ArmyTimes.com, NavyTimes.com, AirForceTimes.com and MarineCorpsTimes.com.

### Premium Position

	Open Rates (CPM)	
	Home Page	Channel
Posterboard (300 x 250)	\$40	\$37
Leaderboard (728 x 90)	35	32
Skyscraper (160 x 600)	30	27

### Run of Site

	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%

Top ad position targeting - 15%

Call representative for category pricing and quotes.

### 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 Material Requirements

- Images must be CMYK, single colors will be converted to CMYK process equivalent.
- Use a minimum input resolution of 200 dpi for images; for line art or scanned text, use a minimum of 800 dpi.
- Rules and frames for graphics and images should not be less than 0.5 point.
- Total Ink - maximum of 240%.
- No less than 15% is recommended for a flat tint for consistent reproduction.
- Type reversed-out of a single ink area should be no less than 10 point (sans serif bold). Type reversed out of two or more overprinting colors should be no less than 12 point (sans serif bold).
- When reversing type out of a screened single-ink background, the background screen should be at least 30% 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. We cannot be responsible for reproduction of any type smaller than the above specifications and full payment will be enforced.
- Newsprint proofs are required. For content, we will accept contract, color laser, or black and white laser (there are no guarantees to color match and full payment will be enforced).

Additional SNAP specifications can be found at the Newspaper Association of America Web site at: [www.naa.org/snap](http://www.naa.org/snap).

### File Formats

We prefer that your files be either EPS or PDF formats. Be sure to use "print optimized" settings when creating your PDF. This will ensure that all of your fonts are included and your images are high resolution. These formats provide the most effective means for transmitting and printing across a variety of operating systems.

If you cannot provide EPSs or PDFs, we will accept creative composed in the following applications (with all fonts and images included): QuarkXpress, Freehand, Illustrator, InDesign, and Photoshop.

Files that do not meet specifications or require additional work may incur charges.

### Physical Media

- CDs / DVDs

### Internet/Email Delivery of Materials

We provide the following services for ad material:

- Retrieval of file(s) from an advertiser's FTP site.
- Upload to our FTP site: <ftp.atpco.com/pub/incoming>

Address: <ftp.atpco.com>

User Name: anonymous

Password: "your email address"

- E-mail attachment: [advertising@atpco.com](mailto:advertising@atpco.com). File must be no larger than five megabytes in size.

Both retrieval from, and uploading to FTP sites, require notification to our e-mail address. Please include intended publication, issue date and contact information. Be sure to compress all files.

### Send All Materials to:

Federal Times

Production Manager

6883 Commercial Drive

Springfield, VA, USA 22159

(Please be sure to reference the publication in which the ad is to appear.)

## Online Creative Specifications

Maximum file size for 728 x 90, 300 x 250, 160 x 600, 468 x 60:

- 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 e-mail products (Early Bird Brief, FederalTimes This Week, Daily News Roundup).
- Maximum Animation Loop: four
- Maximum Animation Length: 15 seconds

## Creative Guidelines

- Company name or advertiser's URL/recognizable logo must appear on all creative as advertiser branding. The URL must include top level domain name (e.g., .com, .net, .org etc.). Creative must adhere to any and all trademark and copyright laws.
- All artwork must be accompanied by traffic instructions including linking URL and rotation instructions, if applicable.
- Online creative is due at least five full business days prior to the ad start date and/or rotation date. Rich Media creative is due at least ten full business days prior to the ad start date and/or rotation date.

**Short-Rating**

If, at the end of Advertiser's contract with the Publications, the Advertiser shall have (a) purchased more or less volume (inches or pages) of advertising than agreed to in the contract or (b) exceeded or fell short of the minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to the Publications current rate schedule, Advertiser's rate for all space used during the contract term shall be reduced or increased to the appropriate rate indicated on said rate schedule, and Advertiser shall pay or receive a [credit/rebate] for the difference.

**Positioning of Advertisements**

Publications shall have full latitude with respect to positioning all advertisements; provided, however, that Publications will use its reasonable efforts to accommodate the Advertiser's positioning requests. Advertisers may specify a specific location for ad placement and if available, position will be granted. Advertiser pays the appropriate position fee. No make goods will be granted for advertising not run in specified positions, however position fees will not be charged if requested position is not granted.

**Incorrect Rates in Order Forms**

When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Publications rate schedule, and in accordance with the conditions contained in Advertiser's contract.

**Broker Advertising**

The Publications deal directly and individually with its local advertisers and does not accept local brokered advertising.

**Publications Rate Card**

The Publications may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rules become effective upon prior written notice to the Publications.

**Right to Edit or Reject**

The Publications may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

**Payment for Advertising**

Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on the Publications invoices, and, in the event that it fails to make timely payment as provided for in the invoices, the Publications may reject advertising copy and/or immediately cancel Advertiser's contract, and Advertiser agrees to indemnify the Publications for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to make timely payment, the Publications may re-bill the Advertiser for outstanding balance due at the open or earned contract rate, whichever is applicable.

**Typographical Errors; Incorrect Insertions or Omissions**

The Advertiser's contract cannot be invalidated, and the Publications will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

**Indemnification**

Advertiser agrees to indemnify, defend and hold harmless the Publications from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Publications or any of its affiliates may become liable by reason of Publications publication of Advertiser's advertising.

**Ownership of Advertising Copy**

All advertising copy which represents the creative effort of the Publications and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Publications, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Publications prior written consent.

**Taxes**

In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

**Assignment**

Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency ("Agency"), if any.

**Force Majeure**

All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the Publications, excluding the Advertiser's failure and/or inability to perform.

**Cancellations**

Cancellations can only be made prior to stated ad closing dates. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by the Publications regardless of the cancellation of Advertiser's advertising.

**Agency Commissions**

Agency commissions, if any, shall be given to recognized advertising agencies only and shall apply to all space charges and adjustments under the advertiser's contract provided agencies supply ready-to-print advertising materials and comply with all printed materials deadlines. Production charges are not agency commissionable.

**Credit Check**

The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and Agency.

**Joint and Several Liability**

If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all terms of the Advertiser's contract, including payment for all advertising.

**No Sequential Liability**

The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Publications Credit Department. It is further agreed that the Publications do not accept advertising orders or space reservations claiming sequential liability.

**Photo Releases**

Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from your account executive.

**Credits**

Any claim by Advertiser for a credit related to rates incorrectly invoiced or paid must be submitted in writing to the Newspaper within ninety (90) days of the invoice date or the claim will be waived.

**ONLINE Ad Agreements**

are subject to ATPCo's standard terms and conditions. Those terms and conditions may be found at

<http://www.militarytimes.com/advertiser/>

and are available from our sales staff.