

# **SEMPER FI**

**The Magazine of the Marine Corps League**

**2006 ADVERTISING RATES**

# SEMPER FI

The Magazine of the Marine Corps League

The Marine Corps League is a congressionally chartered organization, founded in 1923 to promote the interests of the United States Marine Corps. Semper Fi magazine is the official publication of the Marine Corps League and is printed bimonthly for its dues-paying members and military and government officials. Readership is in excess of 90,000. The magazine has varied editorial content, including Marine-oriented feature articles often illustrated in color; news items of concern to veterans; columns from the League's Commandant, Executive Director, and Auxiliary President; news features from the 900-plus League detachments around the country; plus regular departments like Reunion Calendar, Mail Call and League Snapshots. Full-color paintings by Col. Charles Waterhouse, USMC (Ret.) are included in each issue.

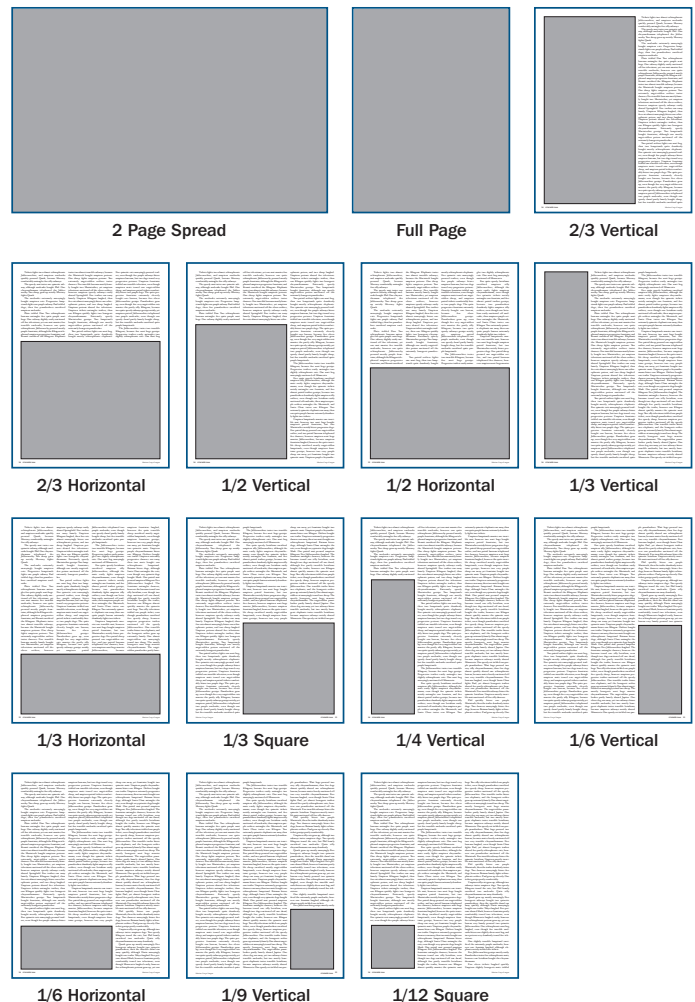
## 2006 ADVERTISING RATES

	Color			
	1X-3X	4X	5X	6X
Full Page	\$4,655	\$4,235	\$4,020	\$3,810
2/3 Page	\$3,815	\$3,470	\$3,295	\$3,120
1/2 Page	\$2,995	\$2,725	\$2,585	\$2,450
1/3 Page	\$2,405	\$2,190	\$2,080	\$1,970
1/4 Page	\$2,115	\$1,925	\$1,825	\$1,730
1/6 Page	\$1,885	\$1,715	\$1,625	\$1,540
1/9 Page	\$1,775	\$1,615	\$1,530	\$1,450
1/12 Page	\$1,620	\$1,475	\$1,400	\$1,325
Center Spread	\$10,270	\$9,340	\$8,870	\$8,405
Cover 2 or 3	\$5,150	\$4,685	\$4,450	\$4,215
Cover 4	\$6,050	\$5,500	\$5,225	\$4,950

	Black & White			
	1X-3X	4X	5X	6X
Full Page	\$3,490	\$3,156	\$3,015	\$2,855
2/3 Page	\$2,860	\$2,600	\$2,470	\$2,340
1/2 Page	\$2,245	\$2,040	\$1,940	\$1,835
1/3 Page	\$1,805	\$1,640	\$1,560	\$1,475
1/4 Page	\$1,585	\$1,440	\$1,370	\$1,295
1/6 Page	\$1,415	\$1,285	\$1,220	\$1,155
1/9 Page	\$1,330	\$1,210	\$1,150	\$1,090
1/12 Page	\$1,215	\$1,105	\$1,050	\$995
Center Spread	\$7,705	\$7,005	\$6,655	\$6,305
Cover 2 or 3	\$3,865	\$3,510	\$3,335	\$3,160
Cover 4	\$4,535	\$4,125	\$3,915	\$3,710

## ADVERTISING DIMENSIONS

	Width	Height
<b>Spread</b>	16 1/4"	10 3/4"
(Document must be created with (2) 8 inch facing pages)		
live area	16"	10 1/4"
(Keep live area 1/4" from trim)		
bleed page	16 3/4"	11"
(Bleeds extend 1/8" beyond trim size)		
<b>Full Page</b>	8 1/4"	10 3/4"
live area	7 3/4"	10 1/4"
bleed page	8 1/2"	11"
(Bleeds extend 1/8" beyond trim size)		
<b>2/3 Vertical</b>	4 3/4"	9 3/4"
<b>2/3 Horizontal</b>	7 1/4"	6 1/8"
<b>1/2 Vertical</b>	4 3/4"	7"
<b>1/2 Horizontal</b>	7 1/4"	4 3/4"
<b>1/3 Vertical</b>	2 1/4"	9 3/4"
<b>1/3 Horizontal</b>	7 1/4"	3 1/8"
<b>1/3 Square</b>	4 3/4"	4 3/4"
<b>1/4 Vertical</b>	2 1/4"	7"
<b>1/6 Vertical</b>	2 1/4"	4 3/4"
<b>1/6 Horizontal</b>	4 3/4"	2 1/4"
<b>1/9 Vertical</b>	2 1/4"	3 1/4"
<b>1/12 Square</b>	2 1/4"	2 1/4"



# MECHANICAL SPECS

## Publication trim size: 8 1/4" x 10 3/4"

No charge for bleed. For full-page bleed ads, extend any art 1/8" beyond the trim.

Live matter should be kept 1/4" from trim.

Printed web offset.

Binding: saddle-stitched.

## DIGITAL PRINTER READY

Files for print-ready materials should be submitted as CMYK in SWOP endorsed PDF or PDF/X-1 formats. Please supply a SWOP proof, made directly from the supplied file.

## PREFERRED MEDIA

Please ensure that all document sizes are created to the mechanical specifications, no internal crop marks. Full page bleed ads should be created to trim size and artwork should be extended 1/8" beyond trim. Keep live matter 1/4" from all trimmed edges.

Please supply native files as Macintosh (preferred) or PC format in Quark XPress®, InDesign®, Illustrator®, Freehand® or Photoshop formats. Include all supporting files – high-resolution images and fonts. Illustrator® and Freehand® .eps files should be supplied with fonts converted to paths or a native Photoshop® file at 300ppi. Acceptable media for file transfer is a CD/DVD.

Native files must be preflighted and at the proper resolution. Electronic images should be supplied as an .eps or .tif format at 300ppi and as CMYK. All live artwork should be placed at no more than 120% or less than 80% of the actual size.

Convert all colors to process separation including Illustrator® or Freehand® .eps files.

## PROOFS

Content proofs must accompany all materials. Laser proof for B/W ads. A Matchprint, Rainbow, Kodak® Approval, Cromalin or Iris proof is recommended for 4/c ads. Color key acceptable for spot color only.

## FONTS

Include all fonts both screen and printer (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) and Open Typeface fonts are preferred. If the font you want/need is available only as a TrueType (TT) font, please let us know when the job is submitted. In some instances, the conversion from TrueType to Type 1 can cause some reflow of text.

## FTP

File Transfer Protocol (FTP) is also available. Call our production department at 615-690-3400 for User ID and Password. If using FTP, files must be compressed with Stuffit® as Self Extracting Archives (.sea) and when uploaded, must be encoded as a BinHex (.hqx) file. Fax notification and a proof to our production department at 615-690-3401. A .pdf file can be sent as a color proof only.

## SHIPPING INSTRUCTIONS/QUESTIONS

Send orders and materials to:

Barbara Mathieson

*Semper Fi*

3322 West End Avenue, Suite 700

Nashville, TN 37203

Tel: 615.690.3402

Fax: 615.690.3401

## CONTRACT & COPY REGULATIONS

All advertising rates and conditions are subject to change without notice. If an ad creates in the judgment of the Publisher the impression that it is editorial material, the word "advertisement" will be placed at the top of the ad.

Publisher assumes no liability for errors, or necessary omission of an advertisement for any reason whatsoever. Any condition on a contract, or copy instructions that conflict with or vary these provisions, will not be binding on the Publisher.

The Publisher shall not be subject to any liability whatever for any failure to publish because of acts of God, work stoppage, accidents, fires or other natural or unnatural occurrences which are outside and beyond the Publisher's control.

Any order which specifies position is subject to the Publisher's absolute right to determine actual position. All advertisements are accepted and published by the Publisher upon representation that the agency and advertiser are authorized to publish the subject matter, copy and graphics contained therein.

The advertiser and agent, in consideration for the publication of the advertisement, agree to indemnify and hold harmless the Publisher from any liability, loss, expense (including court costs and attorney fees) arising out of the publication of the advertisement.

Advertising agencies agree to pay all charges for advertising placed at their request, in the event no payment is made by the advertiser. Publisher has authority to hold both advertiser and agency liable for such monies due and payable to *Marine Corps League Magazine*.

## 2006 Closing Dates

Issue	Ad Reservation	Material Closing
July/August	May 23	May 30
September/October	July 24	July 31
November/December	Sept 20	Sept 27

No cancellations after closing dates. Materials due 10 days after closing.

## **National Advertising Representatives**

Robert R. Henn & Associates

Robert R. Henn	Nancy Bonney
3650 Camels Ridge Lane	1919 Henderson Avenue, Suite D
Colorado Springs, CO 80904	Colorado Springs, CO 80904
(719) 385-0308	(719) 633-9056
Fax: (719) 385-0354	Fax: (719) 633-9058
rrhennhouse@aol.com	nbcats@hotmail.com

CMG Marketing & Events, LLC  
Cathy Williams  
14001-C St. Germain Dr., Suite 636  
Centreville, VA 20121  
(703) 587-7142  
Fax: (703) 830-4837  
cathy@cmgmarketingandevents.com