

Army Engineer

M A G A Z I N E

media

2012

supporting soldiers
with products
& services

kit

A *Army Engineer* contains articles focused on construction, design, and environmental program execution supporting the U.S. Army Corps of Engineers, as well as engineer equipment development and utilization by soldiers.

Published six times annually, the magazine's primary subscribers are individual and supporting firm members of the Army Engineer Association (AEA). During 2011, average page count for this highly regarded, full-color magazine was 76.

Each issue of *Army Engineer* is assigned a primary editorial focus; there also are several recurring subject areas, including worldwide missions and experiences of engineer units and organizations past and present, human-interest stories involving Army engineer personnel and others, and past and present-day support to Army Engineering by AEA Supporting Firm Members.

Readers span the entire military and Department of the Army civilian engineer force—Active, Reserve, and National Guard. No other non-governmental periodical equals *Army Engineer* in terms of content and orientation. Advertisers include many of the leading engineer and engineer-related companies providing support today to the U.S. Army. Subscribers and readers include decision-makers, planners and developers, budgeting and procurement personnel, and, most important, thousands of individuals who daily utilize products and services provided by industry.

Approximately 60% of subscribers are commissioned officers of all ranks, active, retired, or veteran; 25% are junior enlisted and noncommissioned officers of all ranks, active, retired, or veteran; and the remainder are Department of the Army civilians and others.

The magazine is distributed not only to current subscribers, but also to others such as contributing authors, industry partners, engineer organizations and troop units, and engineer veteran groups.

Issue Date	Editorial Focus	Articles and Ads Due
January/February 2012	Installation management/environment	October 21, 2011
March/April 2012	Army Engineer force developments	January 6, 2012
May/June 2012	Army engineer veterans and associated programs	March 1, 2012
July/August 2012	Army engineer education and training programs	May 1, 2012
September/October 2012	Project and program management	July 2, 2012
November/December 2012	Army engineer history and traditions	September 3, 2012

The editor reserves the right to adjust the editorial focus for each issue, pending identification of more timely and relevant missions and developments as they occur throughout the publication year. There also may be a need to adjust the publication schedule during the year due to exigent circumstances.

Articles in each issue of the magazine complement, in many cases, the type of advertisements included. For example, ads that promote items of equipment are typically located adjacent to articles that describe soldier use of similar items. Also, ads prepared by construction, design, or environmental engineering firms optimally will be

located near articles of a similar nature. Features are carefully selected by topic and theme, and there is a fair mix of engineer and engineer-related military, civil, and industry-related material, so as to interest a wide range of readers. Eye-catching and creative layout/design are key priorities during preparation of each issue, and state-of-the-art image and publishing techniques and procedures are fully utilized.

why? advertise

- Reach today's Army engineer decision-makers
- Have an impact on tomorrow's engineer leaders
- Inform Army engineer soldiers stationed worldwide
- Gain reader attention through highly advantageous ad placement
- Take advantage of competitive rates, discounted for AEA Supporting Firm Members

Armey Engineer limits the total number of advertisements to be inserted in each issue in order to provide more space for editorial content and to make ads that are included “stand out.” A typical issue will contain approximately fifteen ads—each one four-color.

Ads accepted pertain to companies with a direct commercial supporting relationship to some (or all) aspects of Army engineering. Many companies insert ads in multiple issues each year,

and some consistently reserve the same premium space (inside front cover, center spread, and inside back cover) for those purposes.

Ads are to look different enough from editorial pages so that readers can tell the difference. To avoid confusion, any ad that could be mistaken for an editorial story or feature will be labeled “Advertisement” or “Promotion” at the top of each page in type as prominent as the magazine’s normal body type.

For other than premium space, the editor inserts ads in locations which

will complement the product or service of the advertiser. For example, an ad for an item of construction equipment might be placed near an article written (in general) about Army engineer construction missions. However, in no case will the editorial content of the article in this regard contain any reference to the product advertised on an adjacent page.

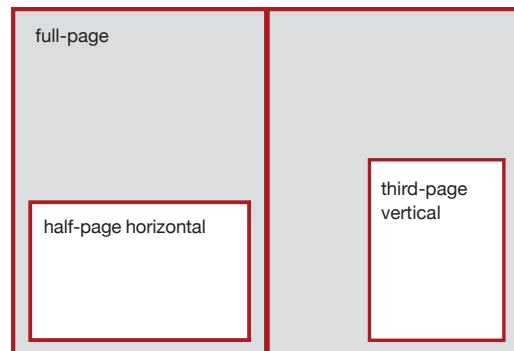
Editorial content takes priority over ad placement, and ads will not be inserted in such a manner that disrupts easy editorial flow for the reader.

2012 Rate Schedule

Ad Size	1x	2x	3x	4x	5x	6x
Full-page	\$1,297	\$2,538	\$3,765	\$4,903	\$6,051	\$7,094
Half-page	\$809	\$1,576	\$2,315	\$2,994	\$3,664	\$4,258
Third-page	\$567	\$1,093	\$1,591	\$2,037	\$2,469	\$2,838

Rates listed above have been discounted for AEA Supporting Firm Members only. Rates pertain to four-color ads only. For grayscale ads, subtract 20%. *Non-AEA member advertisers will be assessed a 15% surcharge on top of the above published rates. There is a 15% surcharge for premium space (inside front cover, center spread, inside back cover). Premium space allocated on basis of 6x placements only, and firms having said 6x placement for the 2011 publishing year are given first right of refusal for 2012. If space becomes available, others may request same. Please inquire if premium space is available before requesting such on the 2012 Intent to Advertise Form.*

Magazine Trim Size:	8.125" x 10.875"
Line Screen:	150
Colors:	Convert to CMYK
File Format:	TIFF or PDF / 300 ppi
Software: Mac OSX platform / Adobe InDesign CS5, Photoshop CS5, Illustrator CS5	
Ad Size	Dimensions
Full-page / bleed	8.375" x 11.125"
Full-page / no bleed	6.875" x 9.375"
Two-page spread / bleed	16.75" x 11.125"
Half-page horizontal	6.875" x 4.625"
Third-page vertical	4.5" x 6"
Live Area	
For ads that will bleed, all live text or images should be at least 1/4" from the inside of the ad dimensions.	
Send Artwork to:	
Beth O'Hara Associate Editor Army Engineer 741 Bassett Street O'Fallon, IL 62269 618.206.8572 bethohara@live.com	Send artwork on CD-R or via email, depending on file size. Color proofs are not required, but may be sent as a guide. Do NOT send InDesign, Photoshop, or Illustrator layouts.



[two-page spread / bleed]

administrative policy



An Intent to Advertise Form (provided as an insert to this brochure) stating requirements will, when received by the AEA point of contact identified below, constitute a contract (insertion order) for advertising in *Army Engineer* during the 2012 publication year.

Upon receipt of the insertion order from the customer, an invoice shall be prepared for the entire publication year, or alternatively as each ad is published (customer choice).

Unfilled, previously paid contracts for ads will be honored, or may be applied toward adjustment for current orders, either by retaining as contracted or applying toward a new multiple-issue contract.

Payment in full for advertising space must arrive within sixty days from date of invoice. An unpaid invoice constitutes grounds to withhold publication of advertisement.

Materials for advertising must be submitted so as to arrive in the editor's hands no later than the ad closing date

established for each issue as stated in this media kit.

Extensions to that date may be allowed on occasion due to exigent circumstances; however, a request for an extension must be submitted to either the editor or the point of contact identified below, prior to the stated deadline. A request for extension does not constitute automatic approval. Final approval is contingent upon the needs of the editor.

For multiple-issue ad insertions, the editor will publish the most recently submitted advertisement unless new material is provided by the closing date for a specific issue, or by an extension date approved by the editor as mentioned above. Space ordered and not used because of an advertiser's tardiness shall be billed as a completed ad order.

If the editor inadvertently omits advertising material from a scheduled issue, liability is limited only to placing the material in the next available issue. If an ad is incorrectly placed by the editor, so as to not portray what the advertiser had intended, the editor may allow for reinsertion of a corrected version in a

following issue at no additional charge. This does not apply to ads prepared by the customer which have errors or do not follow magazine specifications presented in this media kit—e.g., improper size or live area too large with insufficient space to allow for trimming by the printer.

Changes to requirements—e.g., ad size or number of issues selected—may result in adjustment of fees. Rebates or additional charges will be appropriately applied.

Cancellation of requirements must be submitted in writing (email) and arrive prior to issue closing date for consideration of any fee rebate. Cancellations received after the closing date will be billed as space contracted.

Premium space is allocated on the basis of 6x placements only, and firms having said 6x placement for the 2011 publishing year will be given first right of refusal for 2012. If premium space becomes available, others interested may request same. Please inquire if premium space is available before completing the 2012 Intent to Advertise Form (insert to this brochure).

Intent to Advertise & Billing Point of Contact

Linda Mitchell
Army Engineer Association
P. O. Box 30260
Alexandria, VA 22310-8260
TEL: 703.428.7084
FAX: 703.428.6043
execasst@armyengineer.com

July-August 2011

Army Engineer

magazine



March-April 2011

Army Engineer

magazine



ENFORCE
2011

RYAN NEWMAN

Special Feature
Army Recon

January-February 2011

Army Engineer

magazine



a new look at

Fort Belvoir



er
azine



media 2012 kit

Advertising Contracts/Billing

Army Engineer Association
P. O. Box 30260
Alexandria, VA 22310-8260
703.428.7084
execasst@armyengineer.com

Content/Layout

Associate Editor, *Army Engineer*
741 Bassett Street
O'Fallon, IL 62269
618.206.8572
bethohara@live.com