



# ADVERTISING OPPORTUNITIES

Advertising opportunities are available on our website, in the digital version of our magazine [Army Engineer](#), and in our daily email update [AEA Today](#).

# Terms

1. Volume discounts are available: 5% for purchases over \$5,000, and 10% for purchases over \$10,000 per calendar year.
2. Ad format should be in JPEG, SWF, PNG, or GIF formats.
3. Maximum file size is 150 KB.
4. Graphic design services available Linda Mitchell at [execasst@armyengineer.com](mailto:execasst@armyengineer.com)

**Send Intents to advertise, ads, articles, and inquiries to:**

**Name:** David Theisen

**Email:** [xd@armyengineer.com](mailto:xd@armyengineer.com)

**Phone:** [703-428-6049](tel:703-428-6049)



# Rates

Monthly Rates				
	LOCATION	DIMENSIONS	STANDARD	AEA SFM MEMBERS
<b>WEBSITE AND ARMY ENGINEER MAGAZINE (Digital Version)</b>				
Home Page	Right panel - Top	300 x 250	1175	995
	Right panel - Bottom	300 x 250	825	695
	Leaderboard - Bottom	728 x 90	575	495
Other pages	Leaderboard - Top	728 x 90	1175	995
	Right panel - Top	300 x 250	825	695
	Right panel - Bottom	300 x 250	575	495

Rates				
Monthly Rates				
	LOCATION	DIMENSIONS	STANDARD	AEA SFM MEMBERS
<b>ARMY ENGINEER TODAY</b> (Email Update)				
One day per week	Leaderboard - Top	320 x 50	1175	995
	Leaderboard - Middle	320 x 50	825	695
	Leaderboard - Bottom	320 x 50	575	495
<b>ARMY ENGINEER MAGAZINE</b> (HARD COPY)				
Each Issue		Full Page	1595	1345
		1/2 Page	995	845
		1/4 Page	695	595

### 2017 RATE SCHEDULE Magazine Advertising – Hard Copy

<b>Magazine Trim:</b>	8.125 x 10.875	<b>Contact information</b>
<b>Line Screen:</b>	150	Send Intents to advertise, ads, articles, and inquiries to:
<b>Color:</b>	Convert to CMYK 150	Linda Mitchell at <a href="mailto:execasst@armyengineer.com">execasst@armyengineer.com</a>
<b>File Format:</b>	JPEG, TIFF or PDF/300 ppi	<b>Other Information</b>
<b>Ad Size</b>	<b>Dimensions</b>	<p>Rates listed have been discounted for AEA supporting firm members only all others will be assessed a 15% surcharge. Rates pertain to four-color ads only. For grayscale ads, subtract 20%. There is a 15% surcharge for premium space (inside front cover, center spread, inside back cover). Premium space is allocated on the basis of 6x placements only with preference given to previous year's placement holder who has the first right of refusal. If space becomes available, others may request same. Please inquire if premium space is available before requesting such. All payments must be made in U.S. dollars. For more information please visit <a href="http://www.armyengineer.com">www.armyengineer.com</a>.</p>
Full-page / bleed	8.375" x 11.125"	
Two-page spread / bleed	16.75" x 11.125"	
Half-page horizontal	7.125" x 4.7"	
Half-page vertical	4.7" x 7.125"	
Live Area -		
<p>For ads that will bleed, all live text or images should be at least 1/4" from the inside of the ad dimensions.</p>		

# Web Ad Space Layout

## Desktop Version

### Available spaces - Homepage

Right panel - Top
Right panel - Bottom
Leaderboard - Bottom

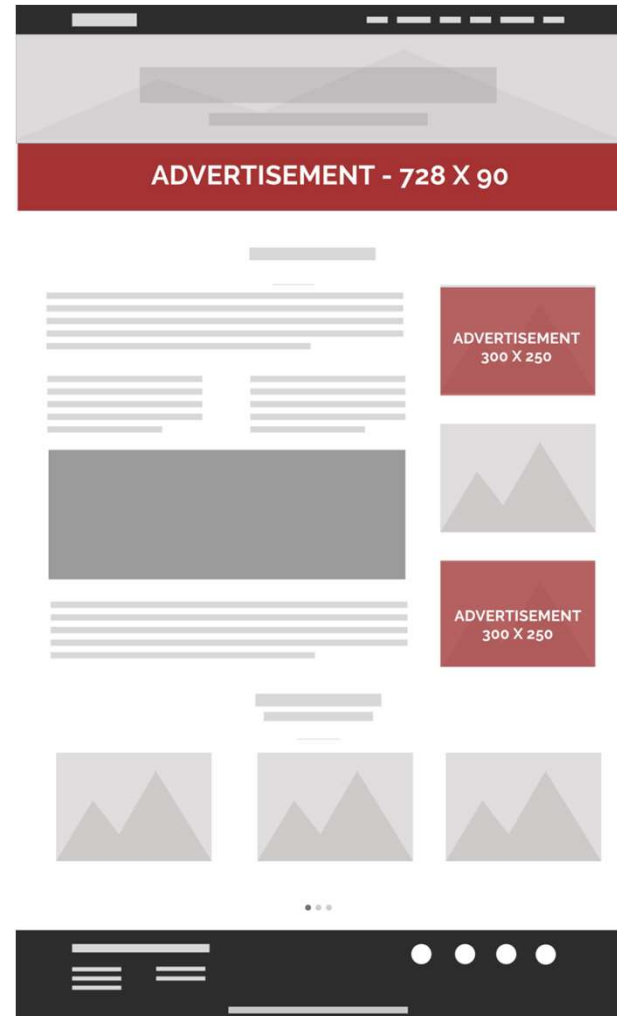


# Web Ad Space Layout

## Desktop Version

Available spaces - All Other Pages

Leaderboard - Top
Right panel - Top
Right panel - Bottom



# Web Ad Space Layout

## Email Version

Available spaces – Magazine / Newsletter

Leaderboard - Top
Leaderboard - Middle
Leaderboard - Bottom

