



SEMPER FI

The Magazine of the Marine Corps League

MEDIA PLANNING GUIDE 2009

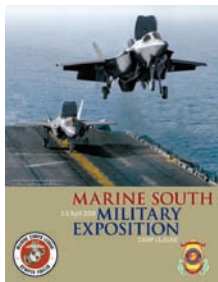
SEMPER FI™

The Magazine of the Marine Corps League



SEMPER FI MAGAZINE: The Marine Corps League is the only Congressionally chartered Marine Corps related organization in the country. Founded in 1923, it was chartered by Congress in 1937 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 200,000. The magazine's editorial content includes Marine-oriented feature articles; news items of concern to veterans; columns from the League's Commandant, Executive Director, Auxiliary President and other senior leaders; news features from the 1,100-plus League Detachments around the country; plus regular departments including Reunion Calendar, Roll Call and Ship's Store.

Semper Fi magazine provides advertisers direct access to the loyal, dedicated and passionate members of the Marine Corps League. These Marines are decision makers — they are intensely active individuals who are responsible for purchasing and influencing decisions. Our readers are highly involved and engaged with the magazine because it serves as their primary source of information about the League. *Semper Fi* will help your business build its brand and reach your target audience — an active Marine poised to buy your products.



★EXPO SUPPLEMENT: In addition to the bimonthly issues of *Semper Fi*, the Marine Corps League publishes three supplements for the three Marine Military Expos, the premier military equipment, systems, services and technology expositions for the United States Marine Corps, cosponsored by the Marine Corps League. The supplements are handed to all attendees of each show, who include decision makers within the Corps and other branches of the U.S. and foreign militaries. Each supplement contains a map of the Expo space, listings and information about each exhibitor, as well as letters from the Commanding Officers of each installation and the Commandant of the United States Marine Corps. Advertisers are offered the opportunity to be featured in the three cover spots within the Expo Program as well as full page and fractional spots inside.

2009 SEMPER FI EDITORIAL CALENDAR

Space and Materials Deadlines

JANUARY-FEBRUARY

Ad Reservation 11-20-08 Material Closing 12-5-08 In Home 1-3-09

- Feature:** Tomorrow's Battlefield: An Interview with the Sergeant Major of the Marine Corps
- Feature:** Raising the Flag Over Seoul – The Cpl. Luther Leguire Story
- > Carlos Hathcock, Sniper Supreme
 - > Yesterday and Tomorrow: Groundpounders – A Short History of Boots and Socks
 - > Commandant Profile

★EXPO SUPPLEMENT: Marine West, Camp Pendleton: February 4-5, 2009
Advertising Space Deadline: December 17, 2008
Supplement distribution: 3,000

MARCH-APRIL

Ad Reservation 1-22-09 Material Closing 2-6-09 In Home 3-3-09

- Feature:** Marine West Expo Coverage
- Feature:** Tomorrow's Battlefield: Rifles, Small Arms and Accessories
- Feature:** Interview with the Commandant of the Marine Corps
- > Section on 2009 Convention with event schedule and registration information
 - > Yesterday and Tomorrow: Eyes Right – A Short History of Ballistic Eyewear
 - > Commandant Profile

★EXPO SUPPLEMENT: Marine South, Camp Lejeune: April 22-23, 2009
Advertising Space Deadline: March 31, 2009
Supplement distribution: 3,000

MAY-JUNE

Ad Reservation 3-20-09 Material Closing 4-3-09 In Home 5-1-09

- Feature:** Boot Camp 2009, with a focus on Drill Instructors – Bringing the Old Corps to the New Corps
- Feature:** Tomorrow's Battlefield: The Marine Air Wing
- Feature:** Profile on a successful Marine veteran
- > Marine South Expo Coverage
 - > Commandant Profile

JULY-AUGUST

Ad Reservation 5-23-09 Material Closing 6-5-09 In Home 7-3-09

- Feature:** Tomorrow's Battlefield: Rethinking Logistics
- Feature:** Profile on a successful Marine veteran
- > Story on the Marine Corps League Foundation (Interview with the President of the Foundation)
 - > Yesterday and Tomorrow: Where Am I? – A Short History of Maps, Compasses and GPS

Marine Corps League National Convention Distribution

SEPTEMBER-OCTOBER

Ad Reservation 7-25-09 Material Closing 8-5-09 In Home 9-1-09

- Feature:** Tomorrow's Battlefield: The Marine Corps War Fighting Lab at Quantico
- Feature:** Profile on a successful Marine veteran
- > Yesterday and Tomorrow: Tin Pans – A Short History of Helmets
 - > Meeting schedule and registration card for Mid-Winter Conference

★EXPO SUPPLEMENT: Modern Day Marine, Quantico
Expo Dates (October 2009) to be determined
Advertising Space Deadline: Six weeks prior to show
Supplement distribution: 6,000

NOVEMBER-DECEMBER

Ad Reservation 9-22-09 Material Closing 10-5-09 In Home 11-3-09

- Feature:** Tomorrow's Battlefield: Joint Light Tactical Vehicle Program
- Feature:** Modern Day Marine Expo Coverage
- > Yesterday and Tomorrow: Stay Sharp – A Short History of the Modern Combat Knife
 - > Additional editorial to be planned in 2009 for this issue

2009 ADVERTISING RATES

	Color				Black & White			
	1X	2X-3X	4X-5X	6X	1X	2X-3X	4X-5X	6X
Center Spread	\$11,108	\$10,101	\$9,593	\$9,090	\$8,333	\$7,576	\$7,198	\$6,819
Cover 2 or 3	\$5,570	\$5,067	\$4,813	\$4,559	\$4,180	\$3,797	\$3,607	\$3,418
Cover 4	\$6,544	\$5,948	\$5,651	\$5,354	\$4,905	\$4,461	\$4,234	\$4,013
Full Page	\$5,035	\$4,580	\$4,348	\$4,121	\$3,775	\$3,413	\$3,261	\$3,088
2/3 Page	\$4,126	\$3,753	\$3,564	\$3,374	\$3,093	\$2,812	\$2,672	\$2,531
1/2 Page	\$3,239	\$2,947	\$2,795	\$2,650	\$2,428	\$2,206	\$2,098	\$1,985
1/3 Page	\$2,601	\$2,369	\$2,250	\$2,131	\$1,952	\$1,774	\$1,687	\$1,595
1/4 Page	\$2,288	\$2,082	\$1,973	\$1,872	\$1,714	\$1,557	\$1,482	\$1,401
1/6 Page	\$2,038	\$1,855	\$1,757	\$1,666	\$1,531	\$1,389	\$1,319	\$1,249
1/9 Page	\$1,920	\$1,747	\$1,655	\$1,569	\$1,439	\$1,309	\$1,244	\$1,179
1/12 Page	\$1,752	\$1,595	\$1,514	\$1,433	\$1,314	\$1,195	\$1,136	\$1,076

*ALL RATES ARE GROSS

Contact Cathy Williams for mail order pricing - 703-587-7142 - cathy@cmgmarketingandevents.com

EXPO SUPPLEMENT RATES

	Color		
	1X	2X	3X
Cover 2 or 3	\$4,919	\$4,673	\$4,426
Cover 4	\$5,775	\$5,486	\$5,198
Full Page	\$4,447	\$4,221	\$4,001
1/2 Page	\$2,861	\$2,714	\$2,573
1/3 Page	\$2,300	\$2,184	\$2,069

*ALL RATES ARE GROSS

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 content 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 1/4" beyond trim. Keep live matter 1/4" from all trimmed edges.

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

PROOFS

Content proofs must accompany all materials.

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:

Natalie Willis
Semper Fi
3322 West End Avenue, Suite 700
Nashville, TN 37203
Tel: 615.690.3424
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 Semper Fi magazine.

ADVERTISING DIMENSIONS

(Listed in Inches)

	Width	Height
Spread <i>(Document must be created with (2) 8.25 inch facing pages)</i>	16 1/2	10 3/4
live area <i>(Keep live area 1/4" from trim)</i>	16	10 1/4
bleed page <i>(Bleeds extend 1/8" beyond trim size)</i>	16 3/4	11
Full Page	8 1/4	10 3/4
live area	7 3/4	10 1/4
bleed page <i>(Bleeds extend 1/8" beyond trim size)</i>	8 1/2	11
2/3 Vertical	4 3/4	9 3/4
2/3 Horizontal	7 1/4	6 1/8
1/2 Vertical	4 3/4	7
1/2 Horizontal	7 1/4	4 3/4
1/3 Vertical	2 1/4	9 3/4
1/3 Horizontal	7 1/4	3 1/8
1/3 Square	4 3/4	4 3/4
1/4 Vertical	2 1/4	7
1/6 Vertical	2 1/4	4 3/4
1/6 Horizontal	4 3/4	2 1/4
1/9 Vertical	2 1/4	3 1/4
1/12 Square	2 1/4	2 1/4



2 Page Spread

Full Page



2/3 Vertical

2/3 Horizontal

1/2 Vertical



1/2 Horizontal

1/3 Vertical

1/3 Horizontal



1/3 Square

1/4 Vertical

1/6 Vertical



1/6 Horizontal

1/9 Vertical

1/12 Square



AWARDS:

Since its redesign in 2006, *Semper Fi* has been recognized with many prestigious awards.

2008 AWARDS:

APEX Awards for Publishing Excellence: Cover, January/February 2008;
Photography, "Warriors Weekend," January/February 2008.

2007 AWARDS:

Folio Magazine Awards: Best Redesign: Bronze Ozzie Design, July/August 2006;
APEX Awards for Publishing Excellence: Feature Writing, Best Redesign and
Most Improved Magazine.

NATIONAL ADVERTISING REPRESENTATIVE

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