



SEAPOWERS

NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE

2017
MEDIA
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SEAPOW ER

SEAPOW ER magazine and its Almanac issue are official publications of the Navy League of the United States, an international organization founded in 1902 to support the men and women of the U.S. sea services and their families. SEAPOWER articles cover a wide range of topics, including national defense, foreign policy, naval affairs, commercial maritime issues, homeland security, and defense research, development and procurement. SEAPOWER coverage focuses on such areas as defense strategies, emerging technologies and ways to improve the operational concepts and managerial processes of the U.S. sea services.

The principal mission of SEAPOWER — an award-winning monthly magazine — is to educate Congress and the American people about the activities, requirements and accomplishments of the sea services and U.S.-flag Merchant Marine. It also provides a forum for senior sea service leaders to express their views on various topics of concern. SEAPOWER also supports and encourages the programs of the Navy League councils throughout the United States and overseas.

YOUR MESSAGE GETS TO THE RIGHT PEOPLE

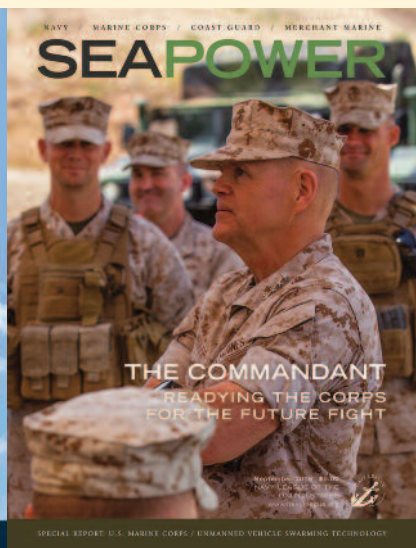
SEAPOW ER is the only magazine that focuses exclusively on the nation's naval and maritime policies and priorities, and how the sea services interact with each other. With a total print and digital circulation of more than 45,000, SEAPOWER's exclusive distribution gets your advertising message to the key people you want to reach.

Many defense leaders and professionals receive SEAPOWER and its Almanac issue because they are on our Controlled and Complimentary Circulation lists, comprising about 4,800 key officials and executives involved in the politics and business of defense.

WHO READS SEAPOWER?

- Members of the U.S. Senate and House of Representatives, with additional distribution to staffs of the Appropriations, Armed Services, Homeland Security and Transportation/Maritime committees and subcommittees in each house of Congress.
- Senior members of the U.S. Maritime Administration, U.S. Transportation Command and Military Sealift Command.
- Flag officers and program managers in the Navy, Marine Corps and Coast Guard.
- Defense industry executives and program managers.
- Other marine and oceanic agencies, national laboratories, media, libraries and educational facilities, as well as international organizations.

COVER PHOTO: U.S. COAST GUARD, PHOTO BY PETTY OFFICER 1ST CLASS ROB SIMPSON



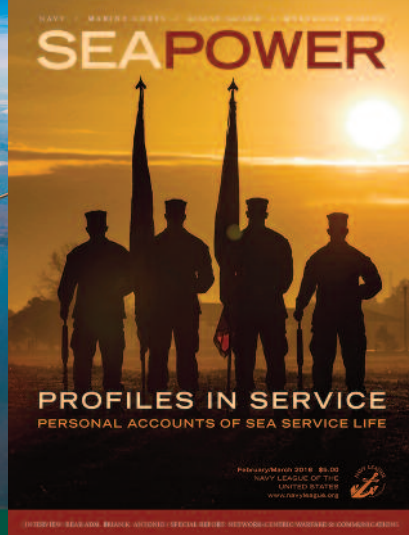
INTERVIEW: YADM TERRY J. BENEDICT / MALAYSIAN MARITIME ENFORCEMENT AGENCY

TRAINING TECHNOLOGIES & TECHNIQUES / INTERVIEW: RDM, THOMAS J. KEARNEY

SPECIAL REPORT: U.S. MARINE CORPS / UNMANNED VEHICLE SWARMING TECHNOLOGY

2017 SEAPOWER EDITORIAL CALENDAR

ISSUE	DEADLINES	EDITORIAL HIGHLIGHTS	TRADE SHOWS (SUBJECT TO CHANGE)
JANUARY ■ SEAPOWTER Almanac	SPACE: Dec. 2, 2016 MATERIALS: Dec. 9, 2016	<ul style="list-style-type: none"> ■ Your one-stop reference for all the ships, aircraft, equipment and systems of the U.S. sea services ■ Meet the uniformed and civilian leadership in Defense and Homeland Security 	
FEBRUARY/ MARCH ■ Network-Centric Warfare & Communications ■ Profiles in Service	SPACE: Feb. 1, 2017 MATERIALS: Feb. 8, 2017	<ul style="list-style-type: none"> ■ Maritime domain awareness ■ Networked platforms and the warfighter ■ Secure communications in the battlespace ■ Personal accounts of sea service life by Sailors, Marines, Coast Guardsmen and women, and Merchant Mariners 	
APRIL ■ The Sea-Air-Space Issue ■ Partners in Global Presence	EARLY BIRD SPACE: Feb. 16, 2017 EARLY MATERIALS: Feb. 23, 2017 SPACE: March 1, 2017 MATERIALS: March 8, 2017	<ul style="list-style-type: none"> ■ Cooperative maritime engagement ■ International exercises & exchanges ■ Platform integration and interoperability ■ Information sharing ■ The humanitarian mission 	<ul style="list-style-type: none"> ■ Navy League's Sea-Air-Space Exposition, National Harbor, Md., April 3-5
MAY ■ ISR & Unmanned Systems	SPACE: March 29, 2017 MATERIALS: April 10, 2017	<ul style="list-style-type: none"> ■ Operating in the information domain ■ ISR — Getting it fast, getting it right and getting it to the decision-makers ■ Actionable intelligence for expeditionary, irregular warfare ■ New missions for unmanned systems ■ The evolution of swarm intelligence for unmanned systems 	<ul style="list-style-type: none"> ■ Xponential 2017, Dallas, Texas
JUNE ■ Littoral & Brown Water Ops	SPACE: May 1, 2017 MATERIALS: May 8, 2017	<ul style="list-style-type: none"> ■ New technologies for tactical craft ■ Maintaining mission-critical watercraft ■ Expanding littoral and brown water ops ■ The use of hybrid technology 	<ul style="list-style-type: none"> ■ MACC, Joint Expeditionary Base, Little Creek, Va.
JULY/AUGUST ■ U.S. Coast Guard	SPACE: June 29, 2017 MATERIALS: July 7, 2017	<ul style="list-style-type: none"> ■ USCG District Spotlight ■ Port security and maritime challenges ■ Security in the cyber domain ■ Fleet recapitalization status report 	<ul style="list-style-type: none"> ■ DSEi, London, UK ■ Fleet Maintenance & Modernization Symposium, San Diego ■ Surface Navy Association West Coast Symposium, San Diego
SEPTEMBER ■ U.S. Marine Corps	SPACE: Aug. 1, 2017 MATERIALS: Aug. 8, 2017	<ul style="list-style-type: none"> ■ Training and equipping the future force ■ Building partner capacity ■ Improving agility, flexibility and lethality ■ Expeditionary energy concepts ■ Anti-terrorism & force protection 	<ul style="list-style-type: none"> ■ Modern Day Marine, Quantico, Va.
OCTOBER ■ Undersea Warfare ■ Air Warfare & Flight Operations	SPACE: Sept. 1, 2017 MATERIALS: Sept. 7, 2017	<ul style="list-style-type: none"> ■ Autonomous off-board undersea warfare ■ Netting the undersea battlespace ■ Expanding submarine payloads ■ Advancing aviation readiness ■ Simulation and the development of training and tactics ■ Unmanned systems and flight deck operations 	<ul style="list-style-type: none"> ■ Naval Submarine League, Arlington, Va. ■ Unmanned Systems Defense, Arlington, Va.
NOVEMBER ■ The Commercial Maritime Industry ■ Navy League Corporate Membership Directory	SPACE: Oct. 2, 2017 MATERIALS: Oct. 10, 2017	<ul style="list-style-type: none"> ■ Operating on America's waterways ■ Autonomous systems in the commercial maritime domain ■ Propulsion innovations ■ LNG and alternative fuels ■ Container-handling technologies ■ Products and services of the Navy League's Corporate Members 	<ul style="list-style-type: none"> ■ International Workboat Show, New Orleans
DECEMBER ■ The Surface Fleet	SPACE: Nov. 1, 2017 MATERIALS: Nov. 8, 2017	<ul style="list-style-type: none"> ■ New technologies in ship defense ■ Simulation & training for the surface warrior ■ Ship maintenance and the challenges of time and money ■ Ship modernization overseas ■ Interdiction and sea control 	<ul style="list-style-type: none"> ■ Surface Navy Association National Symposium 2018, Arlington, Va.



ADVERTISING SPECIFICATIONS

FILE FORMAT

The suitable format is high-resolution Adobe PDF. The PDF file should be generated from a high-resolution PostScript file or created using high-resolution settings. All files must have a resolution no lower than 300 dpi.

AD SIZES

PUBLICATION TRIM SIZE: 8 1/8" x 10 3/4"

AD SPACE	WIDTH	HEIGHT
2 PAGE SPREAD, bleed*	16 1/2"	11"
1 PAGE, bleed*	8 3/8"	11"
1 PAGE, non-bleed	6 7/8"	10"
2/3 PAGE	4 1/2"	10"
1/2 PAGE, vertical	3 5/16"	10"
1/2 PAGE, horizontal	6 7/8"	5"
1/2 PAGE, island	4 1/2"	7"
1/2 PAGE SPREAD	15"	5"
1/3 PAGE, vertical	2 1/8"	10"
1/3 PAGE, square	4 1/2"	5"
1/4 PAGE	3 5/16"	5"

* SIZES FOR BLEED ADS INCLUDE 1/8 INCH ON EACH SIDE BEYOND THE PAGE TRIM

COLOR SPECIFICATIONS

- 4-color ads must have CMYK (process colors); no RGB or embedded color profiles.
- No PMS or match colors, unless you have arranged for spot color in your ad.
- Color proofs MUST accompany color ads.

ADVERTISING POLICIES

All materials will be discarded one year after publication date. Advertisers will be short-rated if they do not earn their frequency rates within a 12-month period from the date of the first insertion. Every space reservation must be made with an insertion order, including long-term cover commitments/requests.

CANCELLATIONS: Ad pages can be canceled with no penalty until the ad space reservation date. Covers may be canceled with no penalty until 21 days before the ad space reservation date.

AGENCY COMMISSION: 15% of gross billing allowed to recognized agencies provided account is paid 30 days from invoice date.

BILLING: Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser will accept responsibility for payment if the agency does not remit within 90 days.

COPY AND CONTRACT REGULATIONS: Advertisers and advertising agencies assume liability for all content (including text, representation, illustrations, maps, labels, trademarks and other copyrighted matter) of advertisements printed, and also assume responsibility for any claims made against the publisher. All advertising is subject to publisher's approval. Publisher retains the right to reject copy not suitable to policy.

DELIVERY

Please send all materials and copies of ad insertions to:
 SEAPOWERS Magazine
 Director of Publications
 2300 Wilson Blvd., Suite 200
 Arlington, VA 22201-5424
 TEL 703-528-1775

Please send high-resolution PDF files to:
 seapowerads@navyleague.org

2017 SEAPOWER RATE CARD

INTERIOR [4-COLOR]	1X	3X	6X	9X	12X	ALMANAC*
2-PAGE SPREAD	14,970	13,800	13,400	13,060	12,830	18,450
1 PAGE	7,670	7,080	6,870	6,700	6,580	9,460
2/3 PAGE	6,140	5,880	5,630	5,580	5,530	7,560
1/2 PAGE	5,290	5,030	4,820	4,770	4,690	6,560
1/3 PAGE	4,300	4,040	3,890	3,840	3,780	—
1/4 PAGE	3,580	3,440	3,370	3,280	3,210	—

COVERS [4-COLOR]

COVER 2	10,470	9,695	9,410	9,120	8,820	12,850
COVER 3	9,310	8,620	8,370	8,180	7,910	10,720
COVER 4	10,495	9,715	9,430	9,360	9,130	14,280

SPECIAL PRINTING OPPORTUNITIES AVAILABLE. PLEASE CONTACT YOUR SALES REP FOR RATES, SPECS AND DEADLINES.

NOTE: ALL ADS WILL BE PLACED RUN OF BOOK.

SPECIAL POSITIONING RATE = \$400 PER AD PER ISSUE (EXCLUDING COVERS).

SEAPOWERS ALMANAC EDITION IS A 1X RATE AND WILL COUNT TOWARD THE FREQUENCY DISCOUNT.

DIGITAL — MAXIMIZE YOUR MESSAGE BY ADVERTISING ON WWW.SEAPOWMAGAZINE.ORG, VISITED BY OVER 40,000 READERS EACH MONTH.

TOP BANNER	2,595
TOWER AD	2,510
RECTANGULAR BOX	1,995

ALL RATES ARE GROSS. DIGITAL ADS DO NOT COUNT TOWARD PRINT FREQUENCY.

EXCLUSIVITY: UP TO THREE ADS CAN ROTATE IN ANY ONE POSITION. EXCLUSIVITY CAN BE PURCHASED FOR \$1,000 ADDITIONAL PER MONTH IN ANY MONTH EXCEPT APRIL.

PLEASE CONTACT YOUR SALES REP FOR DIMENSIONS AND DEADLINES.

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