



Military Images

2017 Advertising Rate Card

Circulation (Last updated March 15, 2017)

Invest your advertising dollars in *MI* and get direct access to a desirable demographic: Our core subscriber base includes top collectors and dealers in historic military photography, plus museums, historical societies, and other public and private institutions.

Military Images magazine, print..... 1,368
 Facebook.com/MilitaryImages..... 85,000+ followers

Four advertisement plans

	A	B	C	D
Print format, dimensions	Quarter page 3.75 x 4.125 in., 300 DPI	Half page 7.5 x 4.125 in. (horizontal); 3.75 x 9.25 in. (vertical); 300 DPI	Full page inside 7.5 x 9.25 in., 300 DPI	Full page back 7.5 x 10 in., 300 DPI
Online format, dimensions	Medium rectangle 3rd+ position; 300 x 250 pixels; run of site; color	Medium rectangle 3rd+ position; 300 x 250 pixels; run of site; color	Medium rectangle 2nd position; 300 x 250 pixels; run of site; color	Medium rectangle, 1st position; 300 x 250 pixels; run of site; color
Your cost (single issue)	\$77 B/W \$130 Color	\$190 B/W \$355 Color	\$385 B/W \$770 Color	\$900 (Color only)
Your cost (With 2+ issue committment)	\$58 B/W \$98 Color (25% savings)	\$142 B/W \$266 Color (25% savings)	\$257 B/W \$514 Color (33% savings)	\$600 per issue (33% savings)

Deadlines for payment, delivery of creative

Winter: **November 1** Spring: **February 15** Summer: **May 15** Fall: **August 15**

When the issues are mailed (Estimated)

Winter: **November 15** Spring: **March 1** Summer: **June 1** Fall: **September 1**

Ready to launch your advertising campaign with MI?

Contact MilitaryImagesAds@gmail.com.