



**Military Images**

# 2018 Advertising Rate Card

## Audience and reach

Your advertising investment in *Military Images* puts your organization’s message in front of our core subscriber base: Top collectors and dealers in historic military photography, museums, libraries, historical societies, and other public and private institutions. We’re also available in selected newsstands, including the Gettysburg National Military Park’s museum bookstore.

Your advertisement will appear in our quarterly print magazine, digital PDF and our popular Facebook page (90K +followers)—all for one price.

## Four advertising plans

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>Print format, dimensions</b>	<b>Quarter page</b> 3.75 x 4.125 in., 400 DPI	<b>Half page</b> 7.5 x 4.125 in. (horizontal); 3.75 x 9.25 in. (vertical); 400 DPI	<b>Full page inside</b> 7.5 x 9.25 in., 400 DPI	<b>Full page back</b> 7.5 x 10 in., 400 DPI
<b>Online format, dimensions</b>	Medium rectangle 600 x 500 pixels; inside pages	Medium rectangle 600 x 500 pixels; inside pages	Medium rectangle 600 x 500 pixels; inside pages and home page (if available)	Medium rectangle 600 x 500 pixels; inside pages and home page (guaranteed)
<b>Your cost (single issue)</b>	<b>\$125</b>	<b>\$350</b>	<b>\$750</b>	<b>\$900</b>
<b>Your cost (With 2+ issue committment)</b>	<b>\$62.50</b> (50% savings)	<b>\$175</b> (50% savings)	<b>\$375 Color</b> (50% savings)	<b>\$600</b> 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](mailto:MilitaryImagesAds@gmail.com).