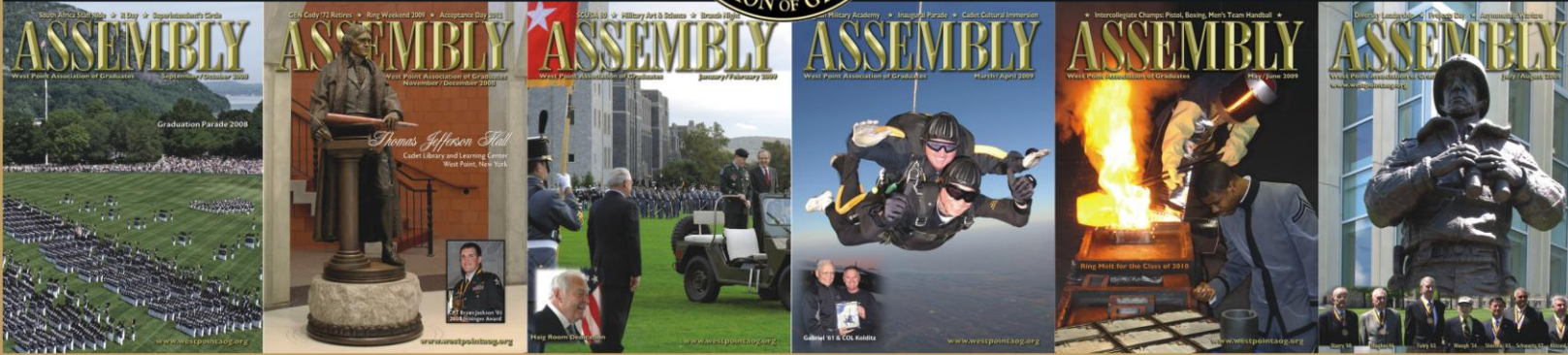


ASSEMBLY

West Point Association of Graduates



The **West Point Association of Graduates'** flagship publication, **ASSEMBLY**, is the magazine of record of the **Long Gray Line**. Published quarterly, it contains feature articles about graduates around the world, cadet activities, and **West Point** history. Each Class also provides updates in "Class Notes," while the Bulletin Board provides short items of interest, and the Sports Update covers key Army sports. Society News and short book reviews are also included. **ASSEMBLY** reaches 11,000 graduates, parents, and friends of West Point in their homes across the United States and in numerous foreign countries. All graduates, parents, and members of our net community (50,000) receive access to **e-ASSEMBLY** as well. In addition, 4,000 cadets have access to the online **e-ASSEMBLY** on their laptop computers every day. Thus your advertisement receives significant exposure and is retained in accessible back issue files as well. Each year, in December, the unique **Register of Graduates** and Former Cadets becomes a year-round mainstay on the bookshelves in these same top demographic categories. It contains capsule biographies of more than 47,000 living graduates. To reach all of these military leaders, government officials, and corporate executives and to place your ad in this prestigious magazine, please contact **Pentagon Publishing** at **800-795-7696 Ext: 1251** or info@pentagon-usa.com

ADVERTISING POLICY

The publisher (**West Point Association of Graduates**) reserves the right to reject and/or cancel any advertisement. Advertisements for alcohol, tobacco and firearms may be accepted; however political groups are not permitted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

SPACE RESERVATIONS

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

DIMENSIONS & MECHANICAL REQUIREMENTS

Please request our detailed **Advertising Mechanicals** and **Electronic Ad Specifications** from your program representative or from our **Art Department at 800-795-7696 Extension 1248** or art@pentagon-usa.com

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded and sent via disk, CD-ROM or email. Ads submitted as hard copy will be scanned for use.

ASSEMBLY is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/8 x 10 7/8 inches and bleed size is 8 1/2 x 11 1/8 inches. Live material must be kept 1/4 inch from the trim.

Additionally, the production department at **Pentagon Publishing** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department at 800-795-7696 Extension 1248** or art@pentagon-usa.com if you would like our assistance.

DISTRIBUTION

ASSEMBLY is distributed to the students, faculty, administrative staff, and alumni of the **United States Military Academy, West Point, NY**. All advertisers will receive a free copy mailed upon completion.

DEADLINES

ISSUE	INSERTION AND MATERIALS DEADLINE
April/June (includes TAPS)	February 10
July/September	May 10
October/December (includes TAPS)	August 10
January/March	November 09

AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED.

	1x	2x	3x	4x
Cover 4	\$4,195	\$3,995	\$3,495	\$3,195
Cover 2 or 3	\$3,995	\$3,595	\$3,195	\$2,995
Full page	\$3,895	\$3,495	\$3,095	\$2,895
2/3 page	\$2,895	\$2,695	\$2,395	\$2,195
1/2 page	\$2,495	\$2,295	\$1,995	\$1,595
1/3 page	\$1,995	\$1,795	\$1,595	\$1,395
1/4 page	\$1,495	\$1,295	\$1,095	\$ 995
1/6 page	\$ 995	\$ 795	\$ 695	\$ 595