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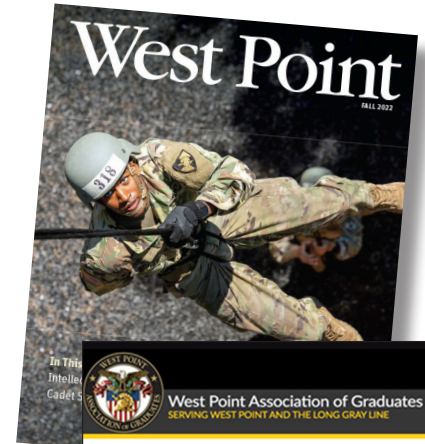
Promote your business with special rates on digital and/or print advertising*

West Point magazine is the official alumni magazine for graduates of the United States Military Academy. It is published quarterly and has a **circulation of 59,000 + per issue**. *West Point* offers fresh content focusing on the Academy of today while also highlighting the 200-year-old traditions that unite all members of the Long Gray Line. Digital editions are available online at WestPointAOG.org/WestPointMagazinepastissues.

First Call, WPAOG's e-newsletter for all West Point graduates, is issued twice a month. This digest of Academy, graduate and cadet-related news content and photography is curated for maximum interest to graduates. It regularly reaches over 49,700 actively engaged West Point graduates and **achieves an outstanding open rate of over 57%**.

For more information contact:

Austin Hunt, Sponsorships/Advertising Manager
845.446.1601/ 1582 or ads@wpaog.org
Advertising Rates and Specs: westpointaog.org/Advertise
Artwork submissions: ads@wpaog.org



WPAOG Announces 2023 Distinguished Graduate Awards

Please join us in congratulating WPAOG's 2023 Distinguished Graduate Award recipients. This annual award is bestowed upon those West Point Graduates whose character, distinguished service and stature draw wholesome comparison to the qualities for which West Point strives, in keeping with its motto "Duty, Honor, Country." The 2023 Distinguished Graduate Award Recipients are: HON James B. Peake, M.D. '66, LTC(R) David F. Melcher '76, M. Richard L. Caldwell '79, M.S., Alayne M. Atkinson '80, GEN(R) Daniel (Dare) B. Allyn '81, and GEN(R) Austin S. (Scott) Miller '83. Visit our website for more information about the award and our past recipients. [Learn more](#)

Class of 2024 Ring Melt

Grip Hands that it be from the shadows... Since 2017, the West Point Association of Graduates' Class Ring Memorial Program has been symbolically echoing this passage from "The Corps," by incorporating rings worn by members of the Long Gray Line into the new rings being made, thereby allowing each graduating class a tangible way of "gripping hands" with previous graduates. During the annual Ring Melt, graduates' donated class rings are ceremoniously placed into a crucible, melted to form a single gold bar, and this gold is gifted to the Second Class to be used in the making of their class rings. Through this process, the figurative aspects of "grip hands" become literal, imbuing each new West Point class ring with all the strength, wisdom, and principles of the Corps of an earlier day. Their legacy lives thanks to the Class Ring Memorial Program. [Read More. Photos.](#)

Our outstanding audience profile:

Engaged

Alumni participation rate

3x

the national average

Disposable income

36%

are in their prime earning years

Decision makers

14%

are at the executive level

Influencers

27%

work in decision-making positions

Employed in key industries...

- IT
- Defense
- Financial Services
- Retail
- Consulting
- Government
- Manufacturing
- Medical Device
- Construction
- Engineering

by top companies...

- Amazon
- Deloitte
- JP Morgan Chase
- Raytheon
- Department of the Army
- Accenture
- Bank of America
- Lockheed Martin
- EY
- BOOZ ALLEN

*Discounted rates are for first-time advertisers and are good for one year. West Point Authors Bookshelf ads are not eligible for this discount.



West Point
ASSOCIATION OF GRADUATES

WPAOG is a non-federal entity and not an official activity of the United States Military Academy. It is not endorsed, recommended, or favored by the United States government. The views and opinions expressed by this organization do not necessarily state or reflect those of the United States Military Academy, Department of the Army, or Department of Defense.

ADVERTISING RATES & DEADLINES

West Point magazine Rates

	1x	2x - 5%	4x - 10%
C2	\$ 6,342	\$ 6,025	\$ 5,670
C3	5,072	4,820	4,564
C4	6,342	6,025	5,670
Page 1	5,389	5,120	4,850
Full Page	4,620	4,189	3,969
1/2 Page	3,171	3,012	2,854
1/3 Page	2,535	2,409	2,283
1/4 Page	1,903	1,808	1,712
Magazine Wrap	13,230	12,569	N/A

West Point Magazine & First Call e-Newsletter combination rates are available upon request.

West Point magazine deadlines*

Issue Date	Space Reservations	Materials Due
Winter	Mid-September	Mid-November
Spring	Mid-December	Mid-February
Summer	Mid-March	Mid-May
Fall	Mid-June	Mid-August

*Dates are subject to change. Printed wraps must be provided 8 weeks prior to print deadline. For specific dates, contact ads@wpaog.org

Notes:

- Advertising accepted for *West Point* magazine, and *First Call* and *Parent Review* e-Newsletters must be pre-paid by materials deadline.
- Those advertisers contracted for premium placement receive "first right of refusal" for same placement on a consecutive contract.
- Advertisers are limited to 2 insertions in one issue of *West Point* magazine due to space limitations (does not include sponsorship recognition).
- Advertisements for political causes, candidates and campaigns are prohibited.

First Call e-Newsletter Rates

Per month (2 issues)

Standard size ad (275w x 80h pixels)	\$800
Large size ad (275w x 147h pixels)	\$1,500

Deadline for space reservations and materials is one month prior to issue date.

First Call e-Newsletter ad format: RGB jpeg. Files may be emailed to ads@wpaog.org.

First Call e-Newsletter Ad

Standard Size

275 x 80 pixels

First Call e-Newsletter Ad

Large Size

275 x 147 pixels

Dotted lines are for visual reference only and do not indicate actual ad sizes.



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