

# WEST POINT ASSOCIATION OF GRADUATES MEDIA KIT

The West Point Association of Graduates (WPAOG) is the publisher of *West Point* magazine and *First Call* and *Parent Review* e-Newsletters. Founded in 1869, WPAOG is a non-profit, tax-exempt organization dedicated to furthering the ideals and promoting the welfare of West Point and to serving and supporting the Long Gray Line of more than 56,000+ living West Point graduates.

Advertising with the West Point Association of Graduates print and digital communications provides your business with the opportunity to reach one of the world's premier target audiences:

- ★ All living graduates of the United States Military Academy
- ★ Surviving spouses of graduates
- ★ Current cadet parents
- ★ Faculty, staff, and friends of West Point

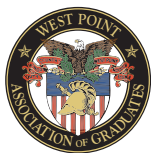
**West Point** magazine is the official alumni magazine for graduates of the United States Military Academy. It is published quarterly and has a **circulation of 59,000 + per issue**. *West Point* offers fresh content focusing on the Academy of today while also highlighting the 200-year-old traditions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

**Parent Review**, WPAOG's e-Newsletter created specifically for the 5,000+ parents of current cadets, is distributed once a month and **achieves an outstanding open rate of over 67 percent**.

## West Point Authors Bookshelf

is a special section within *West Point* magazine that showcases West Point graduate and faculty authors, as well as selected books about West Point.



**West Point**  
ASSOCIATION OF GRADUATES



**For more information contact:**

**Austin Hunt, Sponsorships/Advertising Manager**

845.446.1601/ 1582 or [ads@wpaog.org](mailto:ads@wpaog.org)

Advertising Rates and Specs: [westpointaog.org/Advertise](http://westpointaog.org/Advertise)

Artwork submissions: [ads@wpaog.org](mailto:ads@wpaog.org)



**West Point Association of Graduates**  
SERVING WEST POINT AND THE LONG GRAY LINE

**Congratulations Graduates**

June graduation was held for three members of the Long Gray Line with Timothy C. Tyson '74 from their 50-year affiliate class on site to grip hands and gift the newest grads with their engraved "butter bars." [Read more](#) [View photos](#)

**New Commandant**

Welcome BG R.J. Garcia '96, 81st West Point Commandant. Garcia replaced MG Lori L. Robinson '94, who will become the commanding general of the U.S. Army Aviation and Missile Command at Redstone Arsenal. [Read more](#)

**Bookshelf**

A West Point magazine supplement featuring books by West Point graduates and faculty.

<p><b>The Invitation</b> Carmen Sue Bell By Carmen Sue Bell</p> <p>The author's journey to the top of the United States Military Academy is a story of faith, courage, and perseverance. This memoir is a testament to the power of the Holy Spirit and the importance of faith in our lives.</p> <p>Available at Amazon.com</p>	<p><b>MacArthur and West Point</b> By Dr. William J. Bennett</p> <p>The author's journey to the top of the United States Military Academy is a story of faith, courage, and perseverance. This memoir is a testament to the power of the Holy Spirit and the importance of faith in our lives.</p> <p>Available at Amazon.com</p>	<p><b>Son of the Heartland</b> By Dr. William J. Bennett</p> <p>The author's journey to the top of the United States Military Academy is a story of faith, courage, and perseverance. This memoir is a testament to the power of the Holy Spirit and the importance of faith in our lives.</p> <p>Available at Amazon.com</p>
<p><b>The Gospel of Jesus</b> By Dr. William J. Bennett</p> <p>The author's journey to the top of the United States Military Academy is a story of faith, courage, and perseverance. This memoir is a testament to the power of the Holy Spirit and the importance of faith in our lives.</p> <p>Available at Amazon.com</p>	<p><b>Determined to Persevere</b> By Dr. William J. Bennett</p> <p>The author's journey to the top of the United States Military Academy is a story of faith, courage, and perseverance. This memoir is a testament to the power of the Holy Spirit and the importance of faith in our lives.</p> <p>Available at Amazon.com</p>	<p><b>General &amp; Mrs. Earle Wheeler</b> By Dr. William J. Bennett</p> <p>The author's journey to the top of the United States Military Academy is a story of faith, courage, and perseverance. This memoir is a testament to the power of the Holy Spirit and the importance of faith in our lives.</p> <p>Available at Amazon.com</p>

## OUR AUDIENCE BY THE NUMBERS

**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

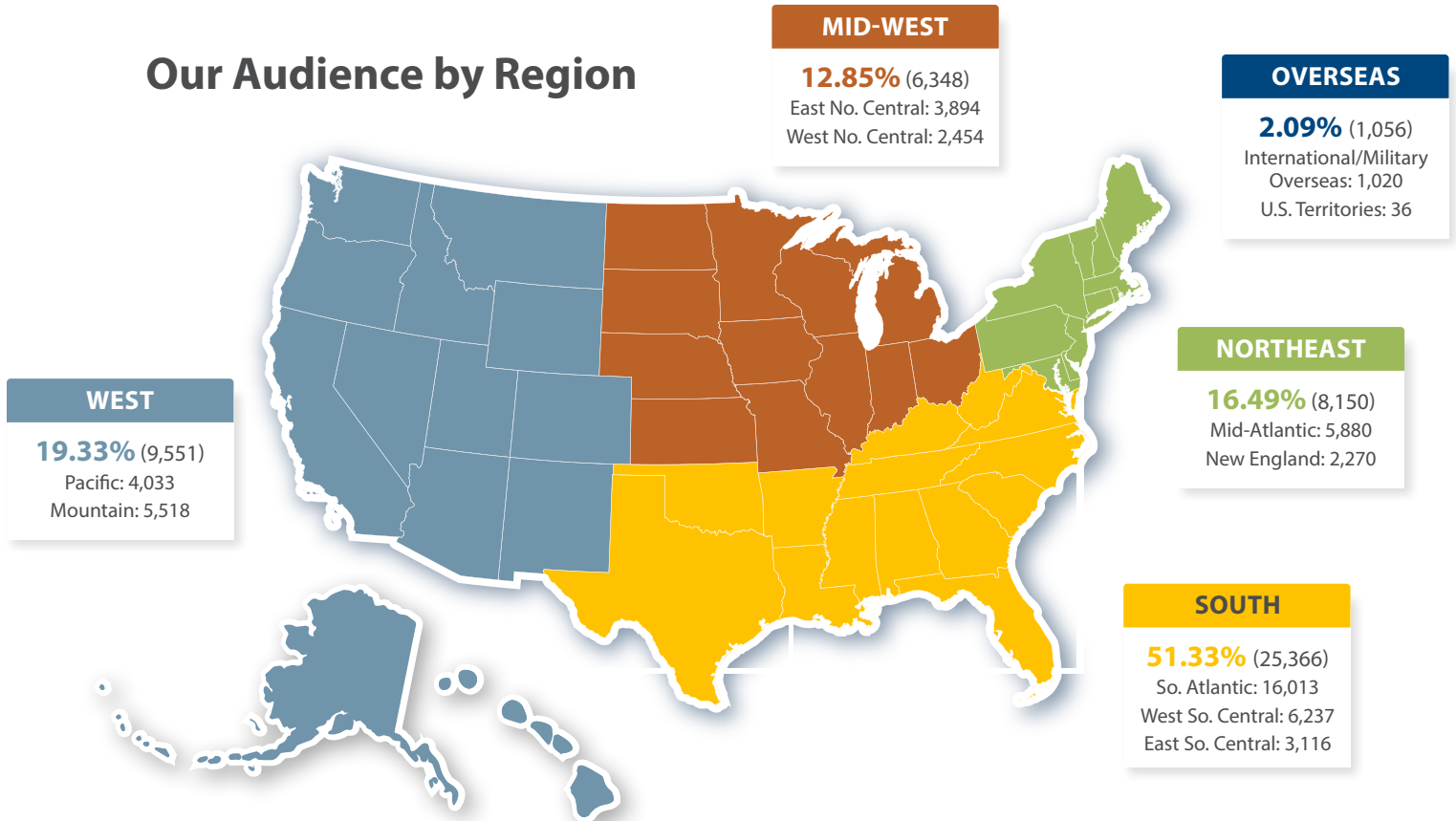
Government  
Manufacturing  
Medical Device  
Construction  
Engineering

### by top companies...

Amazon  
Deloitte  
JP Morgan Chase  
Raytheon  
Department of the Army

Accenture  
Bank of America  
Lockheed Martin  
EY  
BOOZ ALLEN

## Our Audience by Region



**Top Metro Areas:** Washington DC | New York, NY | Dallas, TX | Atlanta, Georgia

### About West Point

The United States Military Academy at West Point is a four-year, co-educational, federal, liberal arts college located 50 miles north of New York City. It was founded in 1802 as America's first college of engineering, and continues today as the world's premier leader-development institution, consistently ranked among top colleges in the country. Its mission remains constant—to educate, train, and inspire the Corps of Cadets so that each graduate is a commissioned leader of character committed to the values of Duty, Honor, Country and prepared for a career of professional excellence and service to the nation as an officer in the U. S. Army.

# ADVERTISING RATES & DEADLINES

## West Point magazine Rates (includes online digital edition)

	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

See page four for ad sizes and specifications.

### FILES FOR ALL PRINT ADS MUST BE NAMED AS FOLLOWS:

Company name\_year-season\_size of ad

West Point magazine and 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

### West Point Author Bookshelf Rates\*

#### Per issue (Spring or Fall)

West Point affiliated authors \$595  
(Grads, spouses, cadet parents, USMA professors)

Non-affiliated authors \$795

Please include the following with your submission:

- A high resolution front cover image (at least 1MB, jpeg preferred)
- Entire ad content must total no more than 90 words including: book title, author name (w/class year if a grad), brief description of book, and bookseller info. Microsoft Word is preferred for copy submission.

### West Point Author Bookshelf deadlines

Issue Date	Space Reservations	Materials Due
Spring	Mid-December	Mid-January
Fall	Mid-June	Mid-July

## e-Newsletter Rates (includes First Call and Parent Review)

### Per month (2 issues)

Standard size ad ( 275w x 80h pixels at 72 ppi)	\$800
Large size ad ( 275w x 147h pixels at 72 ppi )	1,500

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

e-Newsletter ad format: RGB jpeg. Files may be emailed to [ads@wpaog.org](mailto:ads@wpaog.org).

### FILES FOR ALL DIGITAL ADS MUST BE NAMED AS

**FOLLOWS: Company name\_year-season\_Newsletter title**

#### e-Newsletter Ad

##### Standard Size

275 x 80 pixels at 72 ppi

#### e-Newsletter Ad

##### Large Size

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

### Notes:

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

### For more information contact:

**Austin Hunt**, Sponsorships/Advertising Manager  
845.446.1601/ 1582 or [ads@wpaog.org](mailto:ads@wpaog.org)  
Advertising Rates and Specs: [westpointaog.org/Advertise](http://westpointaog.org/Advertise)  
Artwork submissions: [ads@wpaog.org](mailto:ads@wpaog.org)

\*The West Point Association of Graduates' editorial review committee has the right to refuse Authors Bookshelf advertising based upon a review and evaluation of submitted excerpts and or publicly available book reviews and publisher's submissions. Criteria include 1) use of profanity, vulgarity and or slanderous language; 2) disparaging content that could be harmful to the Corps of Cadets, US Army and or Military; and 3) misalignment with the WPAOG mission to support West Point and the Long Gray Line.

# WEST POINT MAGAZINE PRINT ADVERTISING SPECIFICATIONS

Digital file(s) required for all ad submissions. Format: PDF/X-1a. High resolution (300dpi) PDF files must be provided as CMYK with fonts and images embedded. Files may be emailed to [ads@wpaog.org](mailto:ads@wpaog.org).

**FILES FOR ALL PRINT ADS MUST BE NAMED AS FOLLOWS: Company name\_year-season\_size of ad**

## Full page, Inside Front Cover (C2) or Inside Back Cover (C3)

9w x 10.875" trim | 9.25 x 11.125" bleed | 8.25w x 10.125" live area

## 1/3 page

2.375w x 9.5" non-bleed

3.125w X 11.125" bleed (top, bottom and right bleed only)

## Back Cover (C4)

9w x 6.1875" trim | 9.25w x 6.1875" bleed  
(no bleed required on top or bottom)

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

## 1/2 page

7.125w x 4.75" non-bleed

## 1/4 page

3.5w x 4.75" non-bleed