

WEST POINT ASSOCIATION OF GRADUATES MEDIA KIT 2023

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 55,000+ 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.

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
Advertising Rates and Specs: westpointaog.org/Advertise
Artwork submissions: ads@wpaog.org



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

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, Mr. Richard L. Dabett '79, Mrs. Marlene N. Allison '80, GEN(R) Daniel (Dan) B. Atlyn '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'll be from the shadows... Since 2001, 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](#)

West Point Authors Bookshelf

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

The Day After Tomorrow By James B. Peake, M.D. '66 A gripping tale of a young man's journey through the challenges of life and death.	Probably the Best Thing I Ever Did By Richard L. Dabett '79 A memoir of a life well-lived, filled with humor and wisdom.	My Father's War By Daniel B. Atlyn '81 A powerful story of a father's sacrifice and the impact it has on his family.	Angels in the Sky By Austin S. Miller '83 A collection of poems and essays that reflect on the spiritual journey of a graduate.	The Corps By Daniel B. Atlyn '81 A collection of essays that explore the values and traditions of the United States Military Academy.
The Corps of Engineers By Daniel B. Atlyn '81 A collection of essays that explore the history and significance of the Corps of Engineers.	Angels in the Sky By Austin S. Miller '83 A collection of poems and essays that reflect on the spiritual journey of a graduate.	The Corps of Engineers By Daniel B. Atlyn '81 A collection of essays that explore the history and significance of the Corps of Engineers.	Angels in the Sky By Austin S. Miller '83 A collection of poems and essays that reflect on the spiritual journey of a graduate.	The Corps of Engineers By Daniel B. Atlyn '81 A collection of essays that explore the history and significance of the Corps of Engineers.

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

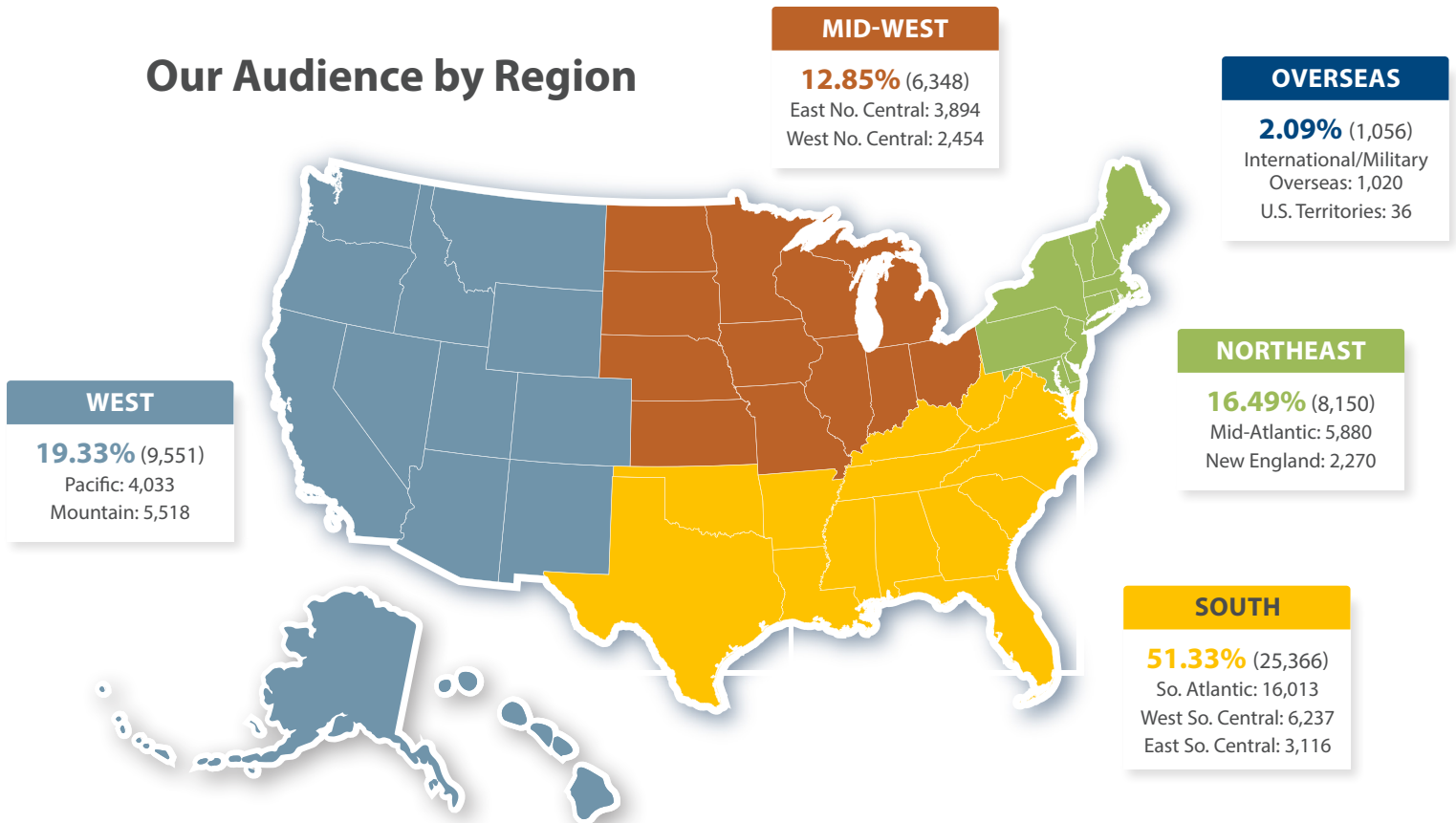
Government
Manufacturing
Medical Device
Construction
Engineering

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.

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.

e-Newsletter Ad Standard Size

275 x 80 pixels at 72 ppi

e-Newsletter Ad Large Size

275 x 147 pixels at 72 ppi

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

Advertising Rates and Specs: westpointaog.org/Advertise

Artwork submissions: 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.

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