



2024 MEDIA PLANNER



**A
Powerful
Audience**

NATIONAL GUARD magazine
Washington Report
NGAUS.org





An Influential Association A Powerful Audience

NGAUS members make purchases in their states and strongly influence buying decisions in Washington

NGAUS is the nation's oldest military association. In their first productive meeting after Reconstruction, militia officers from the North and South formed the association with the goal of obtaining better equipment and training by petitioning Congress for more resources.

In the decades since, the association has spearheaded efforts that have transformed loosely connected state militias into an operational force with modern equipment, worldwide missions and a seat on the Joint Chiefs of Staff.

Today, with a membership of nearly 45,000 current and former Guard officers nationwide, NGAUS continues its original mission in support of almost 450,000 Army and Air National Guard men and women, as well as their families, employers and all Guard retirees.



Advertising Opportunities

Tom Buttrick
t.buttrick@jamesgelliott.com
917-421-9051

Advertise in Digital

- NGAUS.org
- Weekly Washington Report

Advertise in Print

- NATIONAL GUARD magazine

Custom Content

Let NATIONAL GUARD help you inform and shape debate and deliver your unique expertise to the Guard community. NGAUS can help you develop, package and distribute your custom content to the Guard audience.



DIGITAL ADVERTISING OPPORTUNITIES

NGAUS.org

The NGAUS website gives members the content they requested: legislative accomplishments and current priorities, information on officer professional development opportunities and other association events and the latest Guard news from Washington. Military leaders across the components, congressional staffers, the media, defense industry representatives, Guard family members, teachers and students also use the site. NGAUS.org receives a monthly average of 25,000 unique visitors.

Art Specs

Space is available at the following shapes and sizes (pixels, width x height):

970 x 90 | 728 x 90 | 468 x 60 | 336 x 280 | 320 x 50 | 200 x 200

E-mail advertisements to ads@ngaus.org as JPEG images only. The file size must be under 1 MB.

Rates and Positions

Four positions are available at \$1,700 per month. Ads will rotate from week to week. Frequency discounts are also available.



Washington Report

NGAUS distributes **Washington Report**, the association's electronic newsletter, every Tuesday at 2 p.m. Eastern. It focuses on Guard-related legislation, NGAUS events and news from the Pentagon.

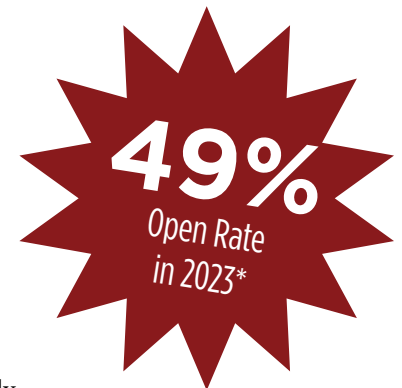
Washington Report goes to more than 42,000 opt-in recipients, including members of Congress and their staffs as well as NGAUS members.

Art Specs

Advertisements must not exceed 650 pixels wide by 120 pixels high. Email advertisements to ads@ngaus.org as JPEG images only. The file size must be under 1 MB.

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PRINT ADVERTISING OPPORTUNITIES

Circulation

33,477

NGAUS Members

53

Governors

535

U.S. Senators/ Representatives

504

Public Affairs/Government/
Defense/Other

34,569

Total Circulation

12-month average
from Oct. 2022 to Sept. 2023

Source: United States Postal Service
Statement of Ownership, Management,
and Circulation

NATIONAL GUARD

NATIONAL GUARD has been keeping NGAUS members informed of the issues affecting their career, their units and their profession since 1947. There's also a digital edition.

Who reads NATIONAL GUARD?

People who make or influence buying decisions:

- ▶ NGAUS members, who are all current and former National Guard officers, to include the Guard's senior leaders in every state, territory and the District of Columbia.
- ▶ Members of the U.S. Senate and House of Representatives, with additional distribution to the staffs of the Appropriations and Armed Services committees in each chamber.
- ▶ Senior leaders of the Defense Department, Army, Air Force and the National Guard Bureau.
- ▶ The nation's governors.
- ▶ Defense industry executives and program managers.
- ▶ Domestic first responders, the media, libraries and educational facilities.

Special Issues


- ▶ **The Legislative Issue (April)** — Essential desktop information for those who do business with the National Guard, including the latest data from every state, territory and the District of Columbia.
- ▶ **NGAUS Corporate Member Products & Services Directory (June)** — Includes a listing and contact information for every association corporate member. A great resource for procurement officers nationwide.
- ▶ **The Conference Issue (August)** — Available at the 146th General Conference & Exhibition in Detroit, as well as to all subscribers. Includes modernization updates, interviews with Pentagon leaders and once-a-year NGAUS updates. The most-anticipated issue each year.



2024 PRINT & DIGITAL MEDIA PLANNER



NATIONAL GUARD 2024 Editorial Calendar

Issue	Major Feature	Secondary Feature	Bonus Distribution	Space	Materials	Ship/Online Date
JAN/ FEB	Combat Vehicles	NGAUS Conference Preview	State Guard Association Conferences	Jan. 5	Jan. 12	Jan. 29
MAR	Equipping the Guard (Annual almanac of major Army & Air Guard vehicles, aircraft and other equipment)	Domestic Response	State Guard Association Conferences	Feb. 5	Feb. 12	Feb. 29
APR	Annual Legislative Issue	Health Care	State Guard Association Conferences	Mar. 5	Mar. 8	Mar. 29
MAY	Air National Guard Aviation Modernization	Army National Guard Combat Divisions	State Guard Association Conferences	Apr. 8	Apr. 12	Apr. 30
JUN	Artificial Intelligence	2024–2025 Products & Services Directory	State Guard Association Conferences	May 9	May 14	May 31
JUL	Armed National Guard Field Artillery	Masters' Degree Programs		June 7	June 12	June 28
AUG	Special Conference Issue 	Interviews with Pentagon Leaders	146th General Conference & Exhibition Detroit, Michigan	July 19	July 26	Aug. 15
SEP/ OCT	Cybersecurity	Personal Financial Readiness		Sept. 5	Sept. 10	Sept. 27
NOV	Training Simulators	Civilian Career Opportunities		Oct. 8	Oct. 14	Oct. 31
DEC	Army National Guard Aviation Modernization	Shelters	NGAUS Industry Day Washington, D.C.	Oct. 29	Nov. 5	Nov. 25

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Magazine Contact Information

Tom Buttrick
135 East 55th St.
New York, NY 10022
917-421-9051
t.buttrick@jamesgelliott.com

Send advertising materials to:

National Guard Association
of the United States
Attn: Magazine Production
Manager
One Massachusetts Ave., N.W.
Washington, D.C. 20001
202-789-0031
ads@nga.us.org

For FedEx deliveries only:
You must add "Suite 200" to
the NGAUS address to ensure
delivery.

Advertising Rates by Size and Frequency (Gross Rates)

Ad Rates	1x	3x	6x	12x	18x	24x
Two-Page Spread	\$15,130	\$14,270	\$13,640	\$13,090	\$12,450	\$11,830
Full Page	8,880	8,320	7,970	7,550	7,280	6,920
2/3 Page	6,650	5,800	5,560	5,380	5,100	4,870
1/2 Page	5,590	4,720	4,580	4,300	4,110	3,880
1/3 Page	4,690	3,880	3,670	3,560	3,380	3,210
1/4 Page	3,980	3,590	3,220	2,990	2,830	2,680

Cover Rates	3x	6x	12x
Cover 2	\$ 9,640	\$ 9,440	\$ 9,050
Cover 3	9,300	8,920	8,600
Cover 4	12,280	11,850	11,220



Advertising Policies

Cancellations: Any cancellation or change in contracts/insertion orders must be submitted prior to issue reservation closing date. Advertiser failing to meet contracted frequency program will be subject to short rate. Advertiser failing to meet contracted frequency program will be subject to pay for all value-added benefits used and not earned with number of insertions run by the time of cancellation.

Agency Commission: Fifteen percent of gross billing allowed to recognized agencies, provided account is paid 30 days from invoice date. Billing directed to the advertising agency at net rates is approved on condition that the advertiser will accept "dual responsibility" for payment if the agency does not remit within 90 days.

General Contract Conditions: Advertisers and advertising agencies assume liability for all costs and content (including text, representation, illustrations, maps, labels, trademarks or other copyrighted matter) associated with advertisements printed and also assume responsibility for any claims made against the publisher. NGAUS reserves the right to reject or cancel advertising not in keeping with the organization's values, interest or technical standards. Advertisers and advertising agencies warrant that all necessary copyright/trademark releases in materials have been obtained prior to submitting to NGAUS. NGAUS shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for any monies due and payable to the publisher. Any general contract conditions, rates or editorial content decisions are subject to change by NGAUS without notice.





Advertising Sizes

Magazine Trim Size: 8.25" × 10.75"

Bleed: Allow .125" (1/8-inch) of bleed on all sides of a spread or full-page advertisement.

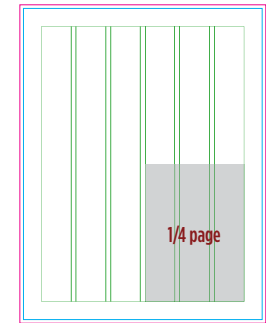
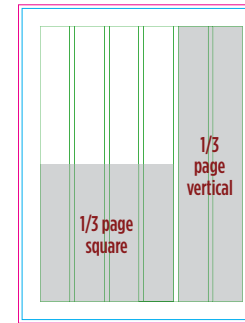
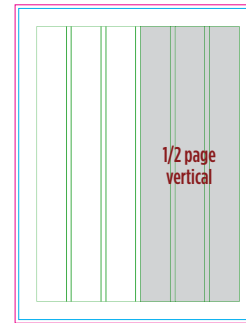
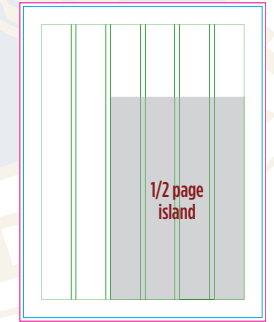
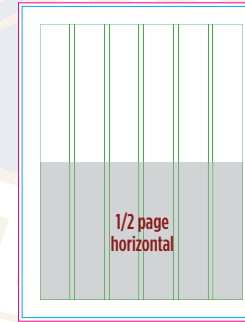
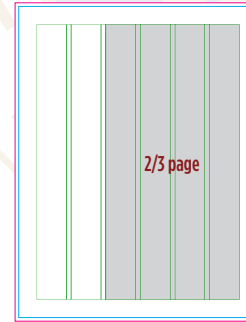
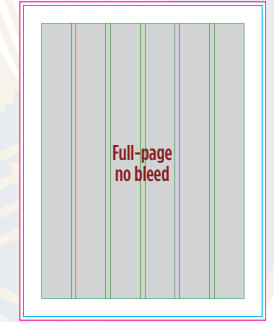
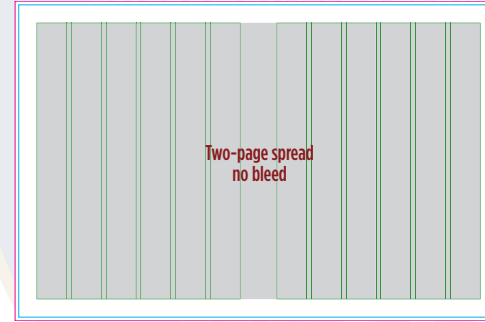
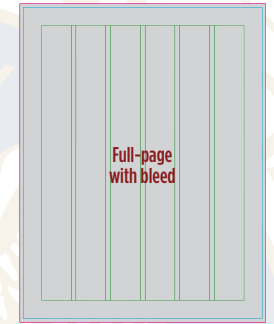
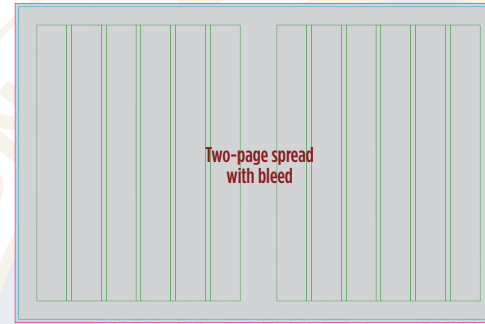
Ad size	Width × Height
Two-page spread with bleed	16.75" × 11"
Two-page spread, no bleed	15.25" × 9.5"
Full-page with bleed	8.50" × 11"
Full-page, no bleed	7" × 9.5"
2/3 page	4.625" × 9.5"
1/2 page vertical	3.375" × 9.5"
1/2 page horizontal	7" × 4.75"
1/2 page island	4.625" × 7"
1/3 page vertical	2.25" × 9.5"
1/3 page square	4.625" × 4.75"
1/4 page	3.375" × 4.75"

Layout Guidelines

Magazine Details: Offset. Saddle-stitched with the exception of April and August issues, which are perfect-bound.

Acceptable File Formats: All files must be submitted as high resolution (300 dpi) PDFs.

Process color CMYK format required. Fonts need to be 100% embedded. Flatten all files before submitting.



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