

TORCH

UNITED STATES ARMY WAR COLLEGE



The **Torch**, the official annual of the **United States Army War College at Carlisle Barracks, Pennsylvania** salutes the men and women that lead our Nation in combat, and includes a solemn tribute to those who made the ultimate sacrifice for our country. The **Department of Defense** and the **Department of the Army** have included your firm as one of a select number of companies invited to participate in the very exclusive advertising section of the **Torch**. For over a century the **US Army War College** has served as the advanced learning center for the **U.S. Army's top-echelon officer corps**. A few of the many notable graduates include **General's Norman Schwarzkopf, Colin Powell, Carl Vouno, and Thomas Kelly**.

Graduates of the **Army War College** go on to assume top positions of command, both in the **Army** and the **Department of Defense**. The credentials earned at **Carlisle Barracks** prepare these **dedicated men and women** to lead our troops into battle against **America's enemies!** These graduates are the top echelon officers who will control many billions of dollars of defense appropriations. The **Torch's** sizable distribution, not only to these graduates, but also to the **Department of the Army** and **Department of Defense**, assures advertisers an influential readership and acknowledgment of your commitment.

SPACE RESERVATIONS

To reserve your space in this historic annual please contact **Mr. Michael Massicott** at **800 891-2828 Ext. 1162** or mike@pentagon-usa.us

ADVERTISING POLICY

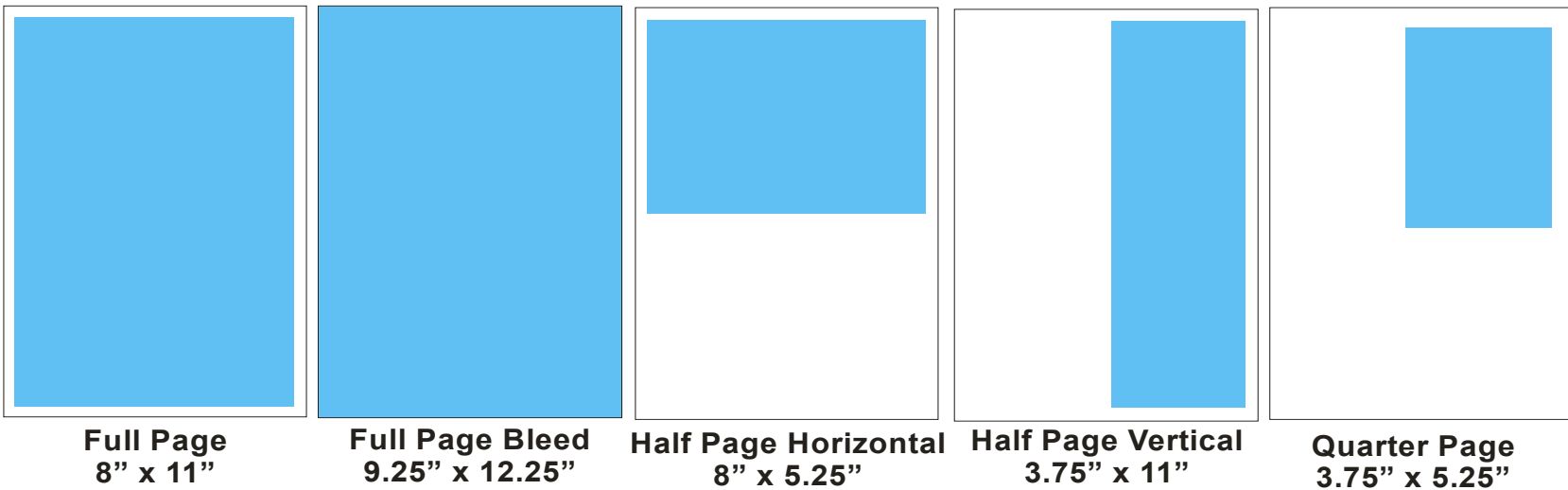
The **Torch** staff reserves the right to edit, reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

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 page positions only and 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

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 via disk, CD-ROM or email. Additional electronic and mechanical specifications are available. Display ads are shown only – smaller ad spaces may be available – please check with your program coordinator.

The *Torch* is printed on a high-speed web and SWOP standards apply. Final trim size is 9 x 12 inches and bleed size is 9 1/4 x 12 1/4 inches (trims to 9 x 12). Bleed is available on full-page only. 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. Please contact the Art Department at 800-795-7696 Extension 1148 or art@pentagon-usa.com if you would like our assistance. Please request a copy of our Electronic Ad Specifications. PDF with instructions for uploading your advertisement!

DEADLINE

**VARIES BY PLACEMENT REQUIREMENTS
PLEASE CONSULT YOUR REPRESENTATIVE**

DISTRIBUTION IS IN FALL/WINTER

The Torch staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the AWC yearbook may be accepted by the AWC only if the advertising will not be subsequently charged either directly or indirectly to any U.S. Government contract. The placement of such advertising does not constitute an endorsement of the product by the US Government, or any of its subordinate agencies. Distributed to the *staff, faculty, and graduates* of the **United States Army War College, at Carlisle Barracks, Pennsylvania**

AD RATES - PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. RATES QUOTED ARE NET RATES – AGENCIES MUST ADD COMMISSIONS.

Two Page Spread	\$9,295.00
Full Page	\$4,995.00
Half page	\$3,695.00
1/4 page	\$2,695.00