



THE EISENHOWER SCHOOL FOR NATIONAL SECURITY AND RESOURCE STRATEGY

TIGER

"The ...School faculty is composed of military officers from all five Services and civilian academics who are experts in their fields."

Founded in 1924, the **Dwight D. Eisenhower School for National Security and Resource Strategy** mission is to prepare selected military and civilians for strategic leadership and success in developing our national security strategy and in evaluating, marshalling and managing resources in the execution of that strategy. **Eisenhower School's Official Annual the TIGER**, honors the senior leaders of today's **Armed Forces**. Fifty-eight percent of the student body is composed of military representatives from the land, sea and air Services, 32 percent from the DoD and State and 10 other federal agencies, 8 percent international military officers, and 2 percent from the private sector. **Eisenhower School** awards its graduates a **Master of Science degree in National Resource Strategy**. At the direction of the Under Secretary of Defense for Acquisition and Technology, the **Eisenhower School** serves as the course provider for the Senior Acquisition Course directed by the Defense Acquisition Workforce Improvement Act. The **Eisenhower School** acts as a consortium college of the Defense Acquisition University and provides oversight of the Senior Acquisition Course to ensure its relevance to acquisition personnel as the highest level acquisition course in the Department of Defense. The **Eisenhower School** faculty is composed of military officers from all five Services and civilian academics who are experts in their fields. Military faculty holds the rank of Colonel/Captain. Civilian faculty, typically holding doctorates or the equivalent, include full-time academicians, state department representatives and visiting professors from selected federal agencies.

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



ADVERTISING POLICY

The **TIGER** 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 & MECHANICALS REQUIREMENTS



Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us**



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, CDROM or email. Additional electronic and mechanical specifications are available.



The **TIGER** 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 x12). 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, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us** if you wish assistance.

DEADLINES

- VARIES BY PLACEMENT REQUIREMENTS
- PLEASE CONSULT YOUR REPRESENTATIVE
- DISTRIBUTION IS IN FALL/WINTER



The **TIGER** staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the **TIGER** yearbook may be accepted by the **Eisenhower School** 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 **graduates, staff, faculty** and **selected alumni** of the **Eisenhower School**, located at **Fort Leslie J. McNair in Washington, DC**

AD RATES

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

TWO PAGE SPREAD	\$9,895.00
FULL PAGE	\$5,195.00
HALF PAGE	\$3,895.00
QUARTER PAGE	\$2,895.00

