



# KINGS POINTER MAGAZINE

**UNITED STATES MERCHANT MARINE ACADEMY ALUMNI ASSOCIATION AND FOUNDATION**

*The Kings Pointer is the only publication that reaches virtually all U.S. Merchant Marine Academy alumni in every state across the U.S. and abroad.*

**Kings Pointer**, the national publication of the **United States Merchant Marine Academy Alumni Association and Foundation**, is published quarterly and has extensive distribution reaching deep into the Maritime Community. **Kings Pointer** readership approaches 100,000 readers for every exciting issue! **Kings Pointer** is the only publication that reaches virtually all **United States Merchant Marine Academy Alumni** in every state across the US and several foreign countries. **Kings Pointer** is sent to midshipmen, all present parents of midshipmen, faculty and staff of the **Academy** and all members of Congress. **Kings Pointer** strives to inform, influence and interest its readers. Each colorful issue recognizes and respects all things important to the Academy and addresses relevant issues in a polished editorial format. Coverage includes areas of interest such as **marine transportation and engineering, maritime technology and legislation, shipping, ports o'call, sea stories, alumni news and contributions, as well as recognition of maritime and military achievements.** **Kings Pointer** readers span the generations from 17 to 98 years of age. They are educated and well traveled leaders in their fields of whom many have achieved high-level positions in public corporations, service and Maritime industries. They are the decision makers whose tremendous influence in planning and purchasing will guide their companies in the 21st century. **Kings Pointer** offers a unique and powerful way to reach this affluent and important group - in a publication which they read in detail and with real affection. **To place your ad**, please call **Michael Massicott at 800-891-2828 Extension 1162 or [mike@pentagon-usa.us](mailto:mike@pentagon-usa.us)**



## ADVERTISING POLICY

The **United States Merchant Marine Academy Alumni Association and Foundation** reserves the right to reject and/or cancel any advertisement. No advertisement may compete or conflict with the products and services offered by the United States Merchant Marine Academy Alumni Association and Foundation nor its fund-raising.

Advertisements for alcohol, tobacco, firearms, and political groups are not normally accepted but will be reviewed on a case by case basis. The publisher reserves the right to reject advertising not deemed consistent with the tenor of the magazine nor consistent with the mission of the United States Merchant Marine Academy Alumni Association and Foundation.

## SPACE RESERVATIONS

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 inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, 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.

**Kings Pointer** is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/4 x 10 7/8 inches and bleed size is 8 1/2 x 11 1/8 inches. 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.

## DISTRIBUTION

The Kings Pointer is distributed to the students, faculty, current parents and members of Congress, administrative staff, and alumni of the **United States Merchant Marine Academy, Kings Point, NY.** All advertisers will receive a free copy mailed upon completion.

# DEADLINES

## ISSUE

SPRING  
SUMMER  
FALL  
WINTER

## MATERIALS

MARCH 01  
JUNE 01  
SEPTEMBER 01  
DECEMBER 01



# AD RATES

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

	1x	2x	3x	4x
Cover 4	\$4,295	\$3,995	\$3,695	\$3,395
Cover 2 or 3	\$4,995	\$4,695	\$4,195	\$3,895
Full page	\$4,295	\$4,095	\$3,795	\$3,495
2/3page	\$3,395	\$3,195	\$2,795	\$2,495
1/2 page	\$2,995	\$2,495	\$2,295	\$1,995
1/3 page	\$2,095	\$1,895	\$1,695	\$1,495
1/4 page	\$1,695	\$1,495	\$1,395	\$1,295
1/6 page	\$1,195	\$1,095	\$ 995	\$ 895

