



The National Guard

**385TH BIRTHDAY CELEBRATION
COMMEMORATIVE EDITION**

CELEBRATE WITH 450,000 NATIONAL GUARD MEMBERS!*

On **December 13th**, the **National Guard** will celebrate its **385th Birthday** and hopes to once again celebrate with a formal Gala in Washington, DC. With the pandemic, civil unrest across **America** and a heavy load of natural and man-made disasters with which to cope, your **National Guard** has seen another tough year, earning accolades for work all across America and internationally! After a year of pandemic caution, 2021 hopes to see a formal Gala return, but **Senior National Guard Leaders** want to honor those who have been essential workers during the **pandemic, fires, floods, civil unrest at our Capitol and across America**. So, we are pleased to announce that as in 2021, we will again produce a **385th Anniversary Commemorative Edition** saluting the men and women of the **National Guard** during this time of crises.

This colorful and quality publication will be extensively distributed to every **National Guard Command facility - reaching over 450,000 Guardsmen and Officers**. In print and Online this **National Guard 385th Commemorative Edition** will honor its many service men who continue to serve tirelessly in times of plagues, terrorism, and natural disaster, while advertisers will secure the opportunity for premium placement in the Gala program at the event!

On **December 13th in 1636**, the first militia regiments in North America were organized and today the descendants of these first regiments - **the 181st Infantry, the 182nd Infantry, the 101st Field Artillery, and the 101st Engineer Battalion** - share the distinction of being **the oldest units in the United States military**. Just as in **Operation Desert Storm**, where the **National Guard** saw its federal mission change, with frequent call-ups in response to regional crises in Haiti, Bosnia, Kosovo and the skies over Iraq, the **Global Pandemic and civil unrest in American cities** has refocused it to serve the needs of the many who are struggling during this time of national crisis and racial division.

Today, during one of the most tumultuous times in U.S. history, the **National Guard** has stood at the epicenter of a national tempest, balancing response efforts to the COVID-19 pandemic and civil disturbance. **The National Guard is vital to all Americans!** You are encouraged to show both support and gratitude for all the arduous work the **National Guard** provides in times of disaster by sponsoring a congratulatory message in the **National Guard 385th Commemorative Edition!** To reserve your space, please contact the **Senior Program Manager Mr. Michael Massicott**, at **800-891-2828 ext 1162** or email **mike@pentagon-usa.us**



ADVERTISING POLICY

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), inside back page (Cover 3) and back cover (Cover 4). 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 & MECHANICAL 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**

The **National Guard 385th Commemorative Edition** is printed on a high-speed web and SWOP standards apply. Final trim size is 7 X 8.5 inches. Bleed is ONLY available on full page advertisements, and live material must be kept 1/4 inch from the trim. Additionally, the production department at **PENTAGON USA** 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 & DEADLINE

The **National Guard 385th Commemorative Edition** will be distributed to every **National Guard Command in America**. Individual distribution will include the **Chief of the National Guard Bureau, General Daniel R. Hokanson; the Director of the Army National Guard, Lieutenant General Jon A. Jensen; and Director of the Air National Guard, Lt. Gen. Michael A. Loh**. This audience includes hundreds of **Senior Leaders in the Army and Air National Guard**. Additional distribution includes the **Joint Chiefs of Staff** and senior DoD officials. **Print and digital distribution will reach nearly half a million National Guard members!**

DEADLINE



FINAL SUBMISSION OF ALL ADS: NOVEMBER 15, 2021

AD RATES

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

COVER 4	\$5,895.00
COVER 2 OR 3	\$5,195.00
FULL PAGE	\$4,995.00
HALF PAGE	\$3,495.00
QUARTER PAGE	\$2,995.00

