

# ROTUNDA

UNITED STATES NATIONAL WAR COLLEGE



The **National War College**, located at **Fort Leslie J. McNair in Washington, DC** invites your participation in the NWC's official annual, the **Rotunda**, honoring the senior leaders of today's Armed Forces. The **National War College** was officially established on 1 July 1946. General Colin Powell, former Secretary of State and NWC alumnus from the Class of 1976 said in his recent address at the National War College: *"It was here that I learned more about my profession of arms, not just the Army part, and how that element of national power connects with all elements of national power."* The **National War College** mission is to prepare the leaders of the Armed Forces, State Department, and other civilian agencies for high-level policy, command, and staff responsibilities. The NWC program is designed to expand and enhance students' knowledge of national security issues and to sharpen their analytical skills. The curriculum focuses on the integration of national power and national security policy, the theory and practice of war, the domestic and international context of national security strategy, contemporary military strategy and joint and combined warfare. The **Rotunda**, the NWC's only hardbound publication, permits military vendors to showcase their products or services in a prestigious publication that receives extensive distribution throughout the DoD and the Pentagon. No other publication reaches farther up the command chain to senior top level commanders of all branches of the Armed Services.

## SPACE RESERVATIONS

To reserve your space in this historic annual celebrating the **National War College's 70<sup>th</sup> Graduating Class** please contact **Mr. Michael Massicott** at **800 891-2828 Extension 1162** or [mike@pentagon-usa.us](mailto:mike@pentagon-usa.us)

## ADVERTISING POLICY

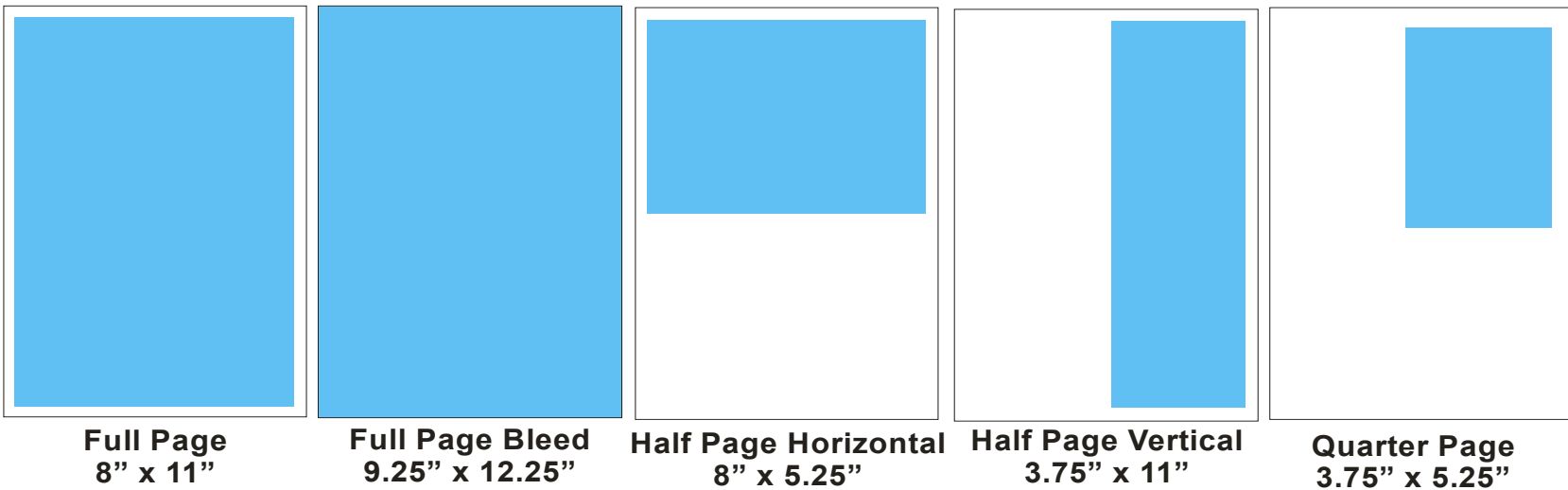
The **Rotunda** staff reserves the right to edit, reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility 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 *Rotunda* 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.us](mailto:art@pentagon-usa.us) if you would like our assistance. Please request a copy of our '*Electronic Ad Specifications.pdf*' with instructions for uploading your advertisement!

## DEADLINE

VARIABLES BY PLACEMENT REQUIREMENTS  
PLEASE CONSULT YOUR REPRESENTATIVE

DISTRIBUTION IS IN FALL/WINTER

The Rotunda staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the NWC yearbook may be accepted by the NWC 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 **National War College**, 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. RATES QUOTED ARE NET RATES – AGENCIES MUST ADD COMMISSIONS.**

<b>Two Page Spread</b>	<b>\$9,595.00</b>
<b>Full Page</b>	<b>\$5,195.00</b>
<b>Half page</b>	<b>\$3,695.00</b>
<b>1/4 page</b>	<b>\$2,595.00</b>