

# LUCKY BAG

UNITED STATES NAVAL ACADEMY



The U.S. Navy established America's Naval Superiority over 225 years ago. The **Lucky Bag**, the Academy's official annual, will celebrate this distinguished history and salute the future leaders of the U.S. Navy and U.S. Marines. The United States Naval Academy's official mission: *To develop midshipmen morally, mentally and physically and to imbue them with the highest ideals of duty, honor and loyalty in order to provide graduates who are dedicated to a career of Naval service and have the potential for future development in mind and character to assume the highest responsibilities of command, citizenship and government.* This mission has been met time and time again for over the past 165 years of the Academy's proud history. **The classes now at the Naval Academy will produce the leaders of the Navy and Marine Corps for the next 30 years.** Your company was included on a select list invited to participate in this salute to the Academy's graduates and their alumni worldwide who have contributed to **America's Naval Superiority.** The **Lucky Bag** serves as a permanent hard-bound reference of the Academy's commitment to producing finely trained graduates who will join their *tens of thousands of alumni in the awesome task of preserving world peace.* The U.S. Navy and the Academy place great importance on each edition of the **Lucky Bag**, with this very special edition receiving *extensive* distribution.

## SPACE RESERVATIONS

To reserve your space in this historic annual please contact **Mr. Michael Massicott** at 800 891-2828 Extension 1162 or [mike@pentagon-usa.us](mailto:mike@pentagon-usa.us)

## ADVERTISING POLICY

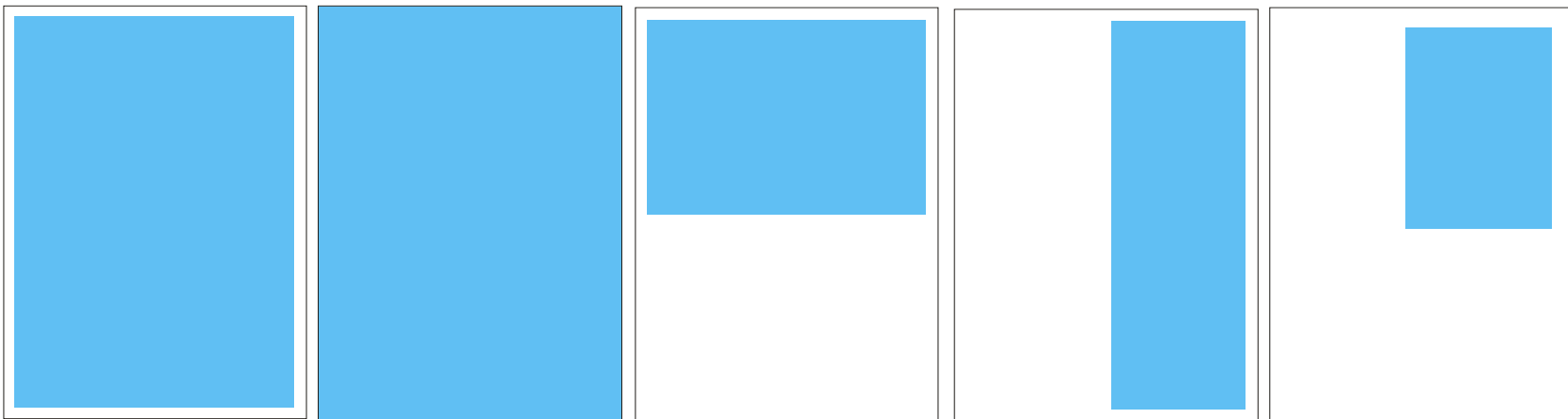
The **Lucky Bag** staff reserves the right to edit, reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility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



**Full Page**  
8" x 11"

**Full Page Bleed**  
9.25" x 12.25"

**Half Page Horizontal**  
8" x 5.25"

**Half Page Vertical**  
3.75" x 11"

**Quarter Page**  
3.75" x 5.25"

## 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 *Lucky Bag* 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](mailto: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

VARIABLES BY PLACEMENT REQUIREMENTS

DISTRIBUTION IS IN FALL/WINTER

The Lucky Bag staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Advertising in the USNA yearbook may be accepted by USNA 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 Naval Academy, Annapolis, MD

**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	\$9,995.00
FULL PAGE	\$5,195.00
HALF PAGE	\$3,695.00
QUARTER PAGE	\$2,895.00