Association of the United States Army

Advertising Opportunities
Since 1950, the Association of the United States Army has worked to support all aspects of national security while advancing the interests of America’s Army and the men and women who serve.

AUSA is a private, non-profit educational organization that supports America’s Army — Regular, Guard, Reserve, Civilians workforce, Industry partners, retirees, veterans, family members and concerned citizens.

We represent every American Soldier by:

**AUSA’s Mission**

- Being the voice for all components of America’s Army
- Fostering public support of the Army’s role in national security
- Providing professional education and information programs

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**For advertising information contact:**

Jerry Foley  
Director, Global Sales  
Defense and Federal Group  
Sightline Media  
1919 Gallows Road  
Vienna, VA 22182  
703.851.4885  
gfoley@sightlinemg.com
<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Details</th>
<th>Ads close</th>
<th>Materials due</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Annual Meeting recap, focused on Gen. Mark Milley’s message that fundamental change is needed to be ready for future wars.</td>
<td></td>
<td>Nov 21 2016</td>
<td>Nov 30 2016</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Contributing writer Scott Gourley looks at the Army’s top unfilled weapons modernization requirements, and what leaps in technology must achieved to get there.</td>
<td></td>
<td>Dec 22 2016</td>
<td>Dec 29 2016</td>
</tr>
<tr>
<td>MARCH</td>
<td>Global Force Symposium and Exposition issue (March 13-15) We have invited Gen. Gus Perna, the Army Materiel Command commanding general, to write a cover story focused on the continued challenge of improving readiness while the Army remains so busy. “We have the greatest logistics corps in the world; however, if we can figure out how to lighten our loads and our requirements, we can be even better,” he has said to describe the situation.</td>
<td></td>
<td>May 24 2017</td>
<td>May 31 2017</td>
</tr>
<tr>
<td>APRIL</td>
<td>We’ll look at the 100th anniversary of the U.S. Army’s entry into World War I, and the birth in 1917 of 11 Army divisions, including the Army’s longest continuously serving Regular Army division, the Big Red One.</td>
<td></td>
<td>Feb 17 2017</td>
<td>Feb 24 2017</td>
</tr>
<tr>
<td>MAY</td>
<td>LANPAC Symposium and Exposition issue (May 23-25) The combination of posture and intelligence hearings before Congress in January and February will provide details for an update on worldwide threats, with a focus here on the Indo Pacific Asia region. We should also have details on Pacific Pathways exercises for 2017.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>Army Surgeon General on stress management for military leaders, especially those who led troops in combat in Iraq and Afghanistan.</td>
<td></td>
<td>Apr 21 2017</td>
<td>Apr 27 2017</td>
</tr>
<tr>
<td>JULY</td>
<td>Running hard, running heavy. We’ll get a report from the U.S. Army Europe about the first heel-to-toe rotation of a U.S. heavy armored brigade in Europe. What went right and what needs work on rotating armored combat teams.</td>
<td></td>
<td>May 24 2017</td>
<td>May 31 2017</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Does heroism change destiny? We will have interviews with five or six Army Medal of Honor recipients to see how they think their lives changed, or didn’t, after receiving the nation’s highest honor. Army Reserve Capt. Garrison Hanning, one of our young professional contributors, is working with us on this piece.</td>
<td></td>
<td>Jun 23 2017</td>
<td>Jun 30 2017</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Rewarding creativity. The Army wants its young officer and enlisted leaders to be creative, but how does it do that? We’ll ask War College and NCO Academy experts about how to foster this.</td>
<td></td>
<td>Jul 27 2017</td>
<td>Aug 3 2017</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>The “New” Green Book Replacing the 40 status reports of Green Books past, we’ll have: Four main essays focus on different issues. A main story will have our own view about the state of the Army, based on interviews and documents. We expect interviews with the Army Secretary and Chief of Staff. One article will focus on readiness and risk. One article will focus on capabilities, looking at the state of current and the near-term and long-term plans. Additionally, we’ll try to have short essays covering the topics we expect to be part of professional forums at the annual meeting. The essays, roughly 400 words each, will be scene-setters, providing a primer on the discussion, but not mention panelists and moderators because final decisions won’t be made by the deadline.</td>
<td>Aug 17 2017</td>
<td>Aug 24 2017</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Virtual medicine – once called telemedicine – is the Army’s answer to being able to provide top-quality treatment to soldiers stationed and deployed around the world. We’ll look at the pluses and minuses of virtual care.</td>
<td></td>
<td>Sep 22 2017</td>
<td>Sep 28 2017</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Cyberwar: Who are the bad guys, how do you spot them and what is the Army’s role in destroying them? We’ll ask ARMY Cyber to write this piece.</td>
<td></td>
<td>Oct 20 2017</td>
<td>Oct 26 2017</td>
</tr>
</tbody>
</table>
GENERAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>BLACK &amp; WHITE SPACE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
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<td>$8,043</td>
<td>$7,874</td>
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<td>6,299</td>
<td>6,109</td>
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<tr>
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<td>5,553</td>
<td>5,385</td>
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</tr>
<tr>
<td>1/2 page – horizontal</td>
<td>4,975</td>
<td>4,828</td>
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<tr>
<td>1/3 page</td>
<td>3,230</td>
<td>3,137</td>
<td>3,068</td>
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<td>2,737</td>
<td>2,653</td>
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<td>1/6 page</td>
<td>1,991</td>
<td>1,933</td>
<td>1,891</td>
<td>1,791</td>
</tr>
</tbody>
</table>

COLORS
Standard second color and each additional standard color, extra per page $490
Matched second color and each additional matched color, extra per page $750
4-Color process, extra per page $1,280

COVERS
2nd Cover $775 extra
3rd Cover $600 extra
4th Cover $975 extra

SPLIT RUN
Available in foreign circulation. Further information upon request.

SPECIAL POSITIONS
Preferred positions other than covers are 20% of black and white rate additional.

INSERTS
Furnished by advertiser (shipped prepaid) ready for binding-black & white page earned rates plus bindery charges and additional production charges if required.

Further information upon request.

COMMISSION AND TERMS

- Agency Commission: 15% of gross billing allowed to recognized agencies provided account is paid within 30 days from invoice date.
- Bills rendered on the day of publication are due net 30 days, and are payable in U.S. dollars. Wire transfers accepted.
- Interest will be charged on past due amounts at 1-1/2% per month (18% annual percentage rate).

GENERAL

- Publisher reserves the right to decline or discontinue any advertising which is not in keeping with the publication’s standards.
- Publisher will not be responsible for errors occurring in key numbers or advertisers’ index.
- If more or fewer insertions are used within one year than specified in contract, charges will be adjusted in accordance with established rates.
- All advertising orders are accepted subject to terms and provisions of current rate card. Orders are accepted subject to change in rates upon notice from publisher.
- Rates on contracts calling for units of varying sizes, 1/6 page or more, are determined by totaling the number of insertions used during a 12-month period.
- No space under 1/6 page may be included to earn frequency discounts on larger units.
- Each page of a spread will be counted as one insertion toward earning a frequency rate.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- Rate holders not accepted.

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PRINTING SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>8-1/8&quot;</td>
<td>10-7/8&quot;</td>
</tr>
<tr>
<td>Live area</td>
<td>7-3/8&quot;</td>
<td>10-1/8&quot;</td>
</tr>
</tbody>
</table>

Space Unit:
- 1 page, nonbleed: 7" x 10"
- 1 page, bleed: 8-3/8" x 11-1/8"
- 2/3 page: 4-5/8" x 9-5/8"
- 1/2 page, horizontal: 7" x 4-3/4"
- 1/2 page, horizontal bleed: 8-3/8" x 5-1/2"
- 1/2 page, island: 4-5/8" x 7"
- 1/2 page, island bleed: 5-3/8" x 7-3/4"
- 1/3 page, vertical: 2-1/4" x 9-5/8"
- 1/3 page, square: 4-5/8" x 4-3/4"
- 1/4 page, horizontal: 7" x 2-3/8"
- 1/6 page, vertical: 2-1/4" x 4-5/16"
- 1/6 page, horizontal: 4-5/8" x 2-1/4"
- Gutter bleed spread: 15" x 10"
- Bleed spread: 16-5/8" x 11-1/8"

Bleed: A bleed page requires a 1/8" bleed on all four sides and should be designed for both a left-hand or right-hand page.

Live matter: Live matter should be at least 3/8" from trim.

Printed: offset
Half-tone screen: 133

Binding: Saddle stitch, EXCEPT GREEN BOOK which is perfect bound; 1/8" head trim; spreads in GREEN BOOK must allow minimum 3/8" between words or letters crossing gutter.

Stock:
Covers — 80 lb. coated offset
Inside — 36 lb. coated offset

Ink:
Standard AAA colors and matched colors available.
Standard 4-color process inks. For rates on metallic, sheen and special inks, contact Advertising Manager.

Production charges billed net cost — no discount applicable

REPRODUCTION MATERIAL REQUIRED

Digital Files are preferred: Scanned images must have a minimum resolution of 300dpi at their final image size.

Recommended formats: PDF/x-1a or TIFF file. A SWOP (Specifications for Web Offset Publications) acceptable to-size digital color proof made from the final file must be provided with the supplied files. Without a hard copy proof provided with printing material, ARMY magazine will not guarantee color reproduction or content of ad.

All digital ads must use Postscript Type 1 fonts, and these must be included in the file. No true type, multiple master or menu style fonts are to be used.

CIRCULATION INFORMATION

- Mailed periodicals rate
- Character of circulation: officers, noncommissioned officers, and other enlisted personnel of all components of the Active Army, Army National Guard, Army Reserve, Government Civilians, Retirees, Veterans, Wounded Warriors, family members and concerned citizens.
- Locality of circulation: The United States and its territories; the Armed Forces overseas; countries overseas.
- All subscriptions current and paid. Detail breakdown on request.

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The New ARMY Green Book is your best buy in advertising for reaching Army leaders again and again!

The October issue of ARMY magazine is the Green Book. Regular advertising rates apply except for those advertisers who have not placed an ad insertion within the first 9 months of the calendar year. For those advertisers, the following rates apply with color, cover and bleed charges applicable as stated for general ad rates.

### Yearlong Exposure
The Green Book is referred to year-round by key people in Army research, development, testing, procurement and the Army Materiel Command.

### Army Circulation
ARMY magazine has more than five times the active Army circulation of any other paid circulation military magazine.

### Bonus Circulation
International distribution at exhibitions worldwide.

### Defense Industry Readership
ARMY’s circulation includes over 12,000+ defense industry executives.

### AUSA Annual Meeting Distribution
10,000 copies of the Green Book will be distributed at the Association of the U.S. Army’s Annual Meeting.

### Why advertise in the Green Book?
The Green Book is without a doubt the best advertising buy for the Army market. Your message has yearlong exposure in the reference issue of the Army’s professional military journal.

### Department of Defense and Congressional distribution
Several thousand copies are distributed to DoD and on Capitol Hill.

### BLACK & WHITE SPACE

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$9,960</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$7,870</td>
</tr>
<tr>
<td>1/2 page – island</td>
<td>$6,970</td>
</tr>
<tr>
<td>1/2 page – horizontal</td>
<td>$6,272</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$4,181</td>
</tr>
<tr>
<td>1/4 page – horizontal only</td>
<td>$3,587</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,690</td>
</tr>
</tbody>
</table>

$490 for each standard color, extra per page
$750 for each matched color, extra per page
$1,280 for 4-color process, extra per page

### Editorial Highlights ...
The Green Book will provide its readers with a status report on the Army through a collection of authoritative and comprehensive articles by AUSA President GEN Carter F. Ham, USA Ret., and Department of the Army officials and senior Army general officers. These reports will enable each reader to learn firsthand the state of the Army, the nation’s major land power force.

Plus ...

- Directory of Army Weapons & Equipment
- Command & Staff Directory
- Army Winners
- Directory of Army Posts & Installations
- Maps
Army Magazine Statistics

Total Average Paid Circulation

51,356*

- Regular Army Personnel
- Army Personnel, including Army National Guard, Army Reserve and retired (all components)
- Civilian employees of the Department of the Army and Department of Defense
- Civilians in Defense Industries
- Other civilians
- Paid Life Members
- Libraries, including individual, Government and Military
- International, including individual, Government and Military
- Non-active military cadets
- Others Allied to the Field, including members of USN, USAF, USMC and USCG, other government subscriptions and business firms

* June 30, 2016 Publisher's Statement, Alliance for Audited Media

Geographic Analysis

- New England
- Middle Atlantic
- East N. Central
- West N. Central
- South Atlantic
- East S. Central
- West S. Central
- Mountain
- Pacific
- Poss. & Other Areas
- International
AUSA News, the monthly digital newspaper of the Association of the United States Army, is read by thousands of men and women of all ranks, Regular, Guard, and Reserve.

AUSA News also offers an audience of more than 10,000 corporate and industry leaders, senior officials in all branches of the federal government, and men and women interested in today’s and tomorrow’s Army, its soldiers and families.

No other newspaper better understands and reaches the Army by telling “The Army Story.”

Reaching key figures in uniform, industry, Congress, the Pentagon and the White House, AUSA News offers a unique monthly insight into Association events and activities, to include what service leaders are thinking, what Congress is legislating and what soldiers, their families, veterans, businessmen and businesswomen are saying about world’s premier landpower force.

Its timely reporting on subjects of direct importance to America’s Army makes AUSA News a must-read for all who support America’s Army.

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GENERAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>4-COLOR</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
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<td>$2,240</td>
<td>$2,125</td>
<td>$2,015</td>
</tr>
<tr>
<td>3/4 page</td>
<td>1,840</td>
<td>1,740</td>
<td>1,655</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,235</td>
<td>1,170</td>
<td>1,110</td>
</tr>
<tr>
<td>1/4 page</td>
<td>675</td>
<td>640</td>
<td>605</td>
</tr>
<tr>
<td>1/8 page</td>
<td>370</td>
<td>350</td>
<td>335</td>
</tr>
<tr>
<td>1/16 page</td>
<td>250</td>
<td>240</td>
<td>225</td>
</tr>
</tbody>
</table>

SPECIAL POSITIONS

- Preferred position is an additional 20% rate.
- Center Spread is available only as two full pages or two 1/2 page horizontal units.

COMMISSION & TERMS

- Agency Commission: 15% of gross billing allowed to recognized agencies provided account is paid within 30 days from invoice date. No cash discount. Production charges are non-commissionable.
- Bills are rendered during the third week of the month prior to the edition date and are due net 30 days.
- Display advertisers may establish credit by furnishing suitable commercial and bank references. First time advertisers are requested to submit payment with their order to avoid possible delay of their insertion.
- Interest will be charged on past due amounts at 1-1/2% per month (18% annual percent rate).

ISSUANCE AND CLOSING DATES

Published 12 times per year. No cancellations accepted after closing date (Approximately 20th of month). All advertising space reservations, copy, and material must be received by the deadline for the issue ordered.

ADVERTISING CLOSING DATES

**JANUARY**
- Ads close: November 29
- Material due: November 30

**FEBRUARY**
- Ads close: January 3
- Material Due: January 4

**MARCH**
- Ads close: January 30
- Material due: January 31

**APRIL**
- Ads close: March 2
- Material due: March 3

**MAY**
- Ads close: April 4
- Material due: April 5

**JUNE**
- Ads close: May 3
- Material due: May 4

**JULY**
- Ads close: June 6
- Material due: June 7

**AUGUST**
- Ads close: July 6
- Material due: July 7

**SEPTEMBER**
- Ads close: August 3
- Material due: August 4

**OCTOBER**
- Ads close: September 5
- Material due: September 6

**NOVEMBER**
- Ads close: October 3
- Material due: October 4

**DECEMBER**
- Ads close: November 7
- Material due: November 8
PRINTING SPECIFICATIONS

• 14 agate lines per column inch
• 180 agate lines per column
• 720 agate lines per 4 column page
• Trim size 10-3/4" x 13-3/4" (no bleeds)
• 4 columns per page (each column 13.6 picas wide)
• Live area 9-3/4" x 11-3/4" (no bleeds)
• 100 line screen

AD MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Width</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>10-3/4&quot;</td>
<td>13-3/4&quot;</td>
</tr>
<tr>
<td>Live area</td>
<td>9-3/4&quot;</td>
<td>11-3/4&quot;</td>
</tr>
<tr>
<td>1 page, nonbleed</td>
<td>9-3/4&quot;</td>
<td>11-3/4&quot;</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>7-1/4&quot;</td>
<td>11-3/4&quot;</td>
</tr>
<tr>
<td>3/4 Page (Junior)</td>
<td>7-1/4&quot;</td>
<td>9-1/2&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>9-3/4&quot;</td>
<td>5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4-3/4&quot;</td>
<td>11-3/4&quot;</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>9-3/4&quot;</td>
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</tr>
<tr>
<td>1/4 Page Vertical</td>
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<tr>
<td>1/8 Page Horizontal</td>
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<td>3&quot;</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>2-1/4&quot;</td>
<td>3&quot;</td>
</tr>
</tbody>
</table>

FORMATS

• Images must be CMYK. PMS and RGB colors will be converted to a CMYK process equivalent.

• Scanned images must have a minimum resolution of 200 dpi at their final image size. Line art or scanned text, use a minimum of 800 dpi.

• We prefer that your files be in pdf format, created using the “Print Quality” or “Press Quality” optimized settings. This will ensure that all fonts are included and your images are high resolution.

• If you cannot provide PDF’s a CMYK TIF file with a minimum resolution of 200 dpi will be accepted.
AUSA Bulletin

All-encompassing weekly update from AUSA to their members.

- Distribution Frequency: Weekly
- Average Distribution (sends) 49,000+ AUSA members
- Average Open Rate: 27%

**Horizontal Leaderboard* Pricing**

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>2 Months per month</th>
<th>3 Months per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$3,990</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Months</td>
<td>$3,591</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Months</td>
<td>$3,192</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AUSA’s FiveThings

Five quick bullet points indicating what to watch for in the week ahead.

- Distribution Frequency: Weekly (Mondays)
- Average Distribution (sends) 49,000+ AUSA members
- Average Open Rate: 22%

**Horizontal Leaderboard* Pricing**

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>2 Months per month</th>
<th>3 Months per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$3,990</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Months</td>
<td>$3,591</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Months</td>
<td>$3,192</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**AUSA BULLETIN & AUSA’S FIVE THINGS**

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>2 Months per month</th>
<th>3 Months per month</th>
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</thead>
<tbody>
<tr>
<td>1 Month</td>
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<td></td>
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<tr>
<td>2 Months</td>
<td>$5,391</td>
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<td></td>
</tr>
<tr>
<td>3 Months</td>
<td>$4,792</td>
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<td></td>
</tr>
</tbody>
</table>

Note: All pricing includes placement in each e-newsletter distribution for selected month(s).
**Bundle Packages**

### 3X: ARMY + e-News

1X ARMY + e-News

- ARMY magazine, full-page color
  - Standard net cost: $8,134.50

- AUSA's Five Things OR AUSA Bulletin, weekly banner
  - Standard net cost: $3,990.00
  - Total standard net cost: $12,124.50

**BUNDLE PRICING (net):** $9,700.00

- 20% discount

### 3X: ARMY + Combo e-News

1X ARMY + Combo e-News

- ARMY magazine, full-page color
  - Standard net cost: $8,134.50

- AUSA's Five Things AND AUSA Bulletin, weekly banners
  - Standard net cost: $5,990.00
  - Total standard net cost: $14,124.50

**BUNDLE PRICING (net):** $11,300.00

- 20% discount

### 3X: AUSA Digital News + e-News

1X AUSA News + e-News

- AUSA News, full-page color
  - Standard net cost: $2,626.50

- AUSA's Five Things OR AUSA Bulletin, weekly banner
  - Standard net cost: $3,990.00
  - Total standard net cost: $6,616.50

**BUNDLE PRICING (net):** $5,293.00

- 20% discount

### 3X: AUSA Digital News + Combo e-News

1X AUSA News + Combo e-News

- AUSA News, full-page color
  - Standard net cost: $2,626.50

- AUSA's Five Things AND AUSA Bulletin, weekly banners
  - Standard net cost: $5,990.00
  - Total standard net cost: $8,616.50

**BUNDLE PRICING (net):** $6,893.00

- 20% discount
### Bundle Packages

#### 3X: ARMY + e-News

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARMY magazine, full-page color</strong></td>
<td></td>
</tr>
<tr>
<td>Standard net cost per issue:</td>
<td>$7,924.55</td>
</tr>
<tr>
<td>(x 3 issues = $23,733.65)</td>
<td></td>
</tr>
<tr>
<td><strong>AUSA's Five Things OR AUSA Bulletin, weekly banner</strong></td>
<td></td>
</tr>
<tr>
<td>Standard net cost per month:</td>
<td>$3,192.00</td>
</tr>
<tr>
<td>(x 3 months = $11,970.00)</td>
<td></td>
</tr>
<tr>
<td>Total standard net cost:</td>
<td>$35,703.65</td>
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<tr>
<td><strong>BUNDLE PRICING (net):</strong></td>
<td>$26,778.00</td>
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<tr>
<td>Standard net cost per month:</td>
<td>$4,792.00</td>
</tr>
<tr>
<td>(x 3 months = $14,376.00)</td>
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<tr>
<td>Total standard net cost:</td>
<td>$38,109.65</td>
</tr>
<tr>
<td><strong>BUNDLE PRICING (net):</strong></td>
<td>$28,582.00</td>
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<tr>
<td>Standard net cost per issue:</td>
<td>$2,626.50</td>
</tr>
<tr>
<td>(x 3 issues = $7,879.50)</td>
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<tr>
<td>Total standard net cost:</td>
<td>$19,849.50</td>
</tr>
<tr>
<td><strong>BUNDLE PRICING (net):</strong></td>
<td>$14,887.00</td>
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<tr>
<td>Total standard net cost:</td>
<td>$22,255.50</td>
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<tr>
<td><strong>BUNDLE PRICING (net):</strong></td>
<td>$16,692.00</td>
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</table>