

# SEMPER FI™

The Magazine of the Marine Corps League

## 2010 MAIL ORDER RATES



**SEMPER FI MAGAZINE:** The Marine Corps League is the only Congressionally chartered Marine Corps-related organization in the country. Founded in 1923, it was chartered by Congress in 1937 to promote the interests of the United States Marine Corps. *Semper Fi* magazine is the official publication of the Marine Corps League and is printed bimonthly for its dues-paying members and military and government officials. Readership is in excess of 200,000. The magazine's editorial content includes Marine-oriented feature articles; news items of concern to veterans; columns from the League's Commandant, Executive Director, Auxiliary President and other senior leaders; news features from the 1,100-plus League detachments around the country; plus regular departments including Reunion Calendar, Roll Call and Ship's Store.

*Semper Fi* magazine provides advertisers direct access to the loyal, dedicated and passionate members of the Marine Corps League. These Marines are decision makers—they are intensely active individuals who are responsible for purchasing and influencing decisions. Our readers are highly involved and engaged with the magazine because it serves as their primary source of information about the League. *Semper Fi* will help your business build its brand and reach your target audience—an active Marine poised to buy your products.

### Color

	1X-3X	4X	5X	6X
Center Spread	\$9,366	\$8,516	\$8,086	\$7,661
Cover 2 or 3	\$4,699	\$4,275	\$4,060	\$3,844
Cover 4	\$5,516	\$5,014	\$4,760	\$4,512
Full Page	\$4,247	\$3,861	\$3,668	\$3,475
2/3 Page	\$3,480	\$3,166	\$3,006	\$2,846
1/2 Page	\$2,730	\$2,482	\$2,355	\$2,234
1/3 Page	\$2,195	\$1,997	\$1,897	\$1,793
1/4 Page	\$1,953	\$1,776	\$1,688	\$1,594
1/6 Page	\$1,721	\$1,566	\$1,484	\$1,406
1/9 Page	\$1,583	\$1,440	\$1,368	\$1,296
1/12 Page	\$1,528	\$1,390	\$1,318	\$1,247

\*ALL RATES ARE GROSS

### Black & White

	1X-3X	4X	5X	6X
Center Spread	\$7,628	\$6,939	\$6,591	\$6,244
Cover 2 or 3	\$4,010	\$3,646	\$3,464	\$3,282
Cover 4	\$4,981	\$4,528	\$4,302	\$4,076
Full Page	\$3,640	\$3,309	\$3,144	\$2,978
2/3 Page	\$2,863	\$2,603	\$2,471	\$2,339
1/2 Page	\$2,300	\$2,090	\$1,986	\$1,881
1/3 Page	\$1,798	\$1,638	\$1,555	\$1,473
1/4 Page	\$1,600	\$1,456	\$1,379	\$1,307
1/6 Page	\$1,423	\$1,296	\$1,230	\$1,164
1/9 Page	\$1,313	\$1,197	\$1,136	\$1,076
1/12 Page	\$1,208	\$1,098	\$1,042	\$987

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### 2010 SEMPER FI CALENDAR

Space and Material Deadlines

#### JANUARY-FEBRUARY

Ad Reservation 11/19/09 Material Closing 11/30/09 In Home 1/4/10

#### MARCH-APRIL

Ad Reservation 1/18/10 Material Closing 1/25/10 In Home 3/1/10

#### MAY-JUNE

Ad Reservation 3/22/10 Material Closing 3/29/10 In Home 5/3/10

#### JULY-AUGUST

Ad Reservation 5/20/10 Material Closing 5/27/10 In Home 7/1/10

#### SEPTEMBER-OCTOBER

Ad Reservation 7/21/10 Material Closing 7/28/10 In Home 9/1/10

#### NOVEMBER-DECEMBER

Ad Reservation 9/22/10 Material Closing 9/27/10 In Home 11/1/10

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