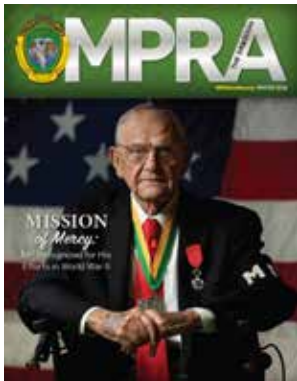


MPRA

THE DRAGON

The Official
Magazine of the
Military Police
Regimental
Association



2019 ADVERTISING OPPORTUNITIES

MISSION

Promote the history and preserve the traditions of the Military Police Corps Regiment while supporting Military Police Leadership, Soldiers and Families Army wide.

VISION

The premier Military Police professional organization which is fully aligned with the Army and Military Police Corps current and future visions and recognized as relevant by Military Police Leaders, Soldiers and Families throughout the Regiment.

VALUES

Serve Military Police Leaders, Soldiers, and Families with dignity, respect, responsibility and stewardship of our resources with integrity, transparency and accountability.

Distribution

- Over 30,000 annually and growing unparalleled
- Online 24/7 at www.mpraonline.org

'The Dragoon' Advantage

Advertising in the **MPRA Quarterly "The Dragoon"** offers you an exceptional chance to reach thousands of potential customers. We offer competitive pricing and an audience untapped by most publications.



MPRA Magazine Rates and Deadlines

DEADLINES:

March Edition
Spring
 February 11

June Edition
Summer
 May 13

September Edition
Fall
 August 13

December Edition
Winter
 November 13

CONTACT:

BETH BELLERBY
 Business Manager
 573.329.6772
 mprabeth@gmail.com

RATES	ONCE	TWICE	QUARTERLY
Full page	\$530	\$500	\$410
1/2 page	\$470	\$440	\$350
1/4 page	\$410	\$395	\$290

COVERS & SPREADS	ONCE	TWICE	QUARTERLY
Double page spread	\$1,000	\$940	\$760
Inside front cover	\$730	\$700	\$610
Inside back cover	\$730	\$700	\$610
Back cover	Call for pricing		

IN-HOUSE PRODUCTION

Design services available through Hill Design Co. at a special rate of \$50/hour through the MPRA 'The Dragoon' Magazine which includes basic design and pre-press setup. The cost of photography, concept and logo design, custom artwork, photo manipulation or submitting an ad to other publications will carry a rate of \$60/hour and be billed directly to the client. Contact Hill Design Co. at 417.987.9062 or email hilldesignco@gmail.com.

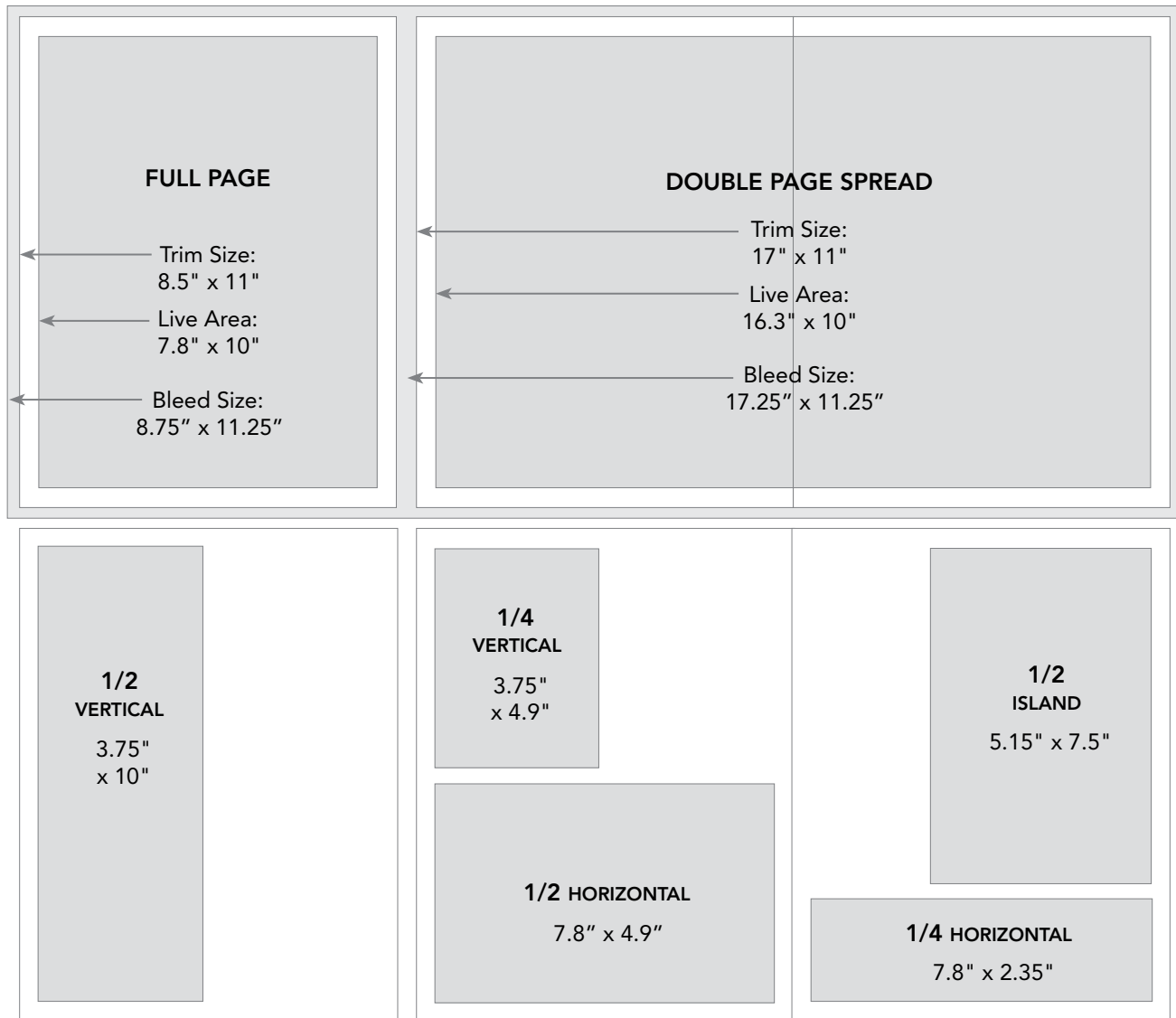
ADDITIONAL RATE CONSIDERATIONS

Cancellations: Previously contracted ads must be cancelled in writing no less than 30 days before the space close dates. Publishers reserves the right to edit or decline advertising copy at any time. There will be an additional 1.5% charge per month for any payment not received within 30 days of due date.



MPRA Quarterly “The Dragoon”

Advertising Dimensions



Please do not add crop marks or printer marks to PDFs. All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

AD SIZES	WIDTH	HEIGHT
Double page spread	16.3"	10"
Double page, bleed	17.25"	11.25"
Full page, non-bleed	7.8"	10"
Full page, bleed	8.75"	11.25"
1/2 page, Island	5.15"	7.5"
1/2 page, horizontal	7.8"	4.9"
1/4 page, horizontal	7.8"	2.35"
1/4 page, vertical	3.75"	4.9"

TRIM SIZE: 8.5" x 11"

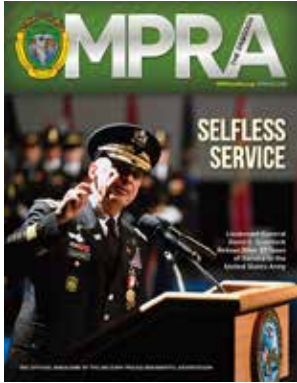
Type and other images not intended to bleed or be trimmed must be at least .25" inside the trim area.

CONTACT:

BETH BELLERBY, Business Manager
 phone 573.329.6772
 mprabeth@gmail.com



Advertising Specifications



OUR MISSION

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SPECIFICATIONS

Our magazines are printed on high-speed web presses.

All requirements are based on specifications for Web Offset Publications (SWOP).

We are a Macintosh-Format Computer to Plate (CTP) environment, using the Adobe Creative Suite.

Adobe InDesign is the primary page layout program with support from Illustrator and Photoshop.

We can access CDs, DVDs and Flash Drives. We also have a ftp site for sending files, or can receive emailed files up to 10 MB. Please inquire with your account executive for details.

All ads must be set up for 4-color process, CMYK format. If a spot color is desired, special arrangements must be made and additional specifications provided before submitting materials. All Pantone color requests incur additional charges over the 4-color rate.

PREFERRED FILE FORMATS

PDF

We prefer press-ready PDF files—*without crop marks*—with fonts and all links embedded.

Please include an 1/8" bleed when needed on full page bleed ads. Images must be in CMYK format and at a resolution of 300 dpi at actual print size.

Export or Optimize PDF files with a Press Quality setting.

ACCEPTABLE NATIVE FILE FORMATS

Please include all fonts and high-resolution images with the native document.

All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

InDesign Version CS5 and greater

Illustrator Version CS5 and greater

Photoshop Files must be correct resolution and size.

FTP INSTRUCTIONS

Use FTP Client software such as FireFTP, Transmit or Fetch. Free downloads are available online.

Our FTP server will not work via a web browser such as Firefox, Chrome, Explorer or Safari.

Host/URL: ftp.hilldesignco.com

User name: hdctransfer

Password: trans12c

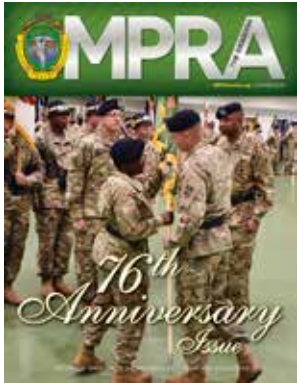
Please send an email to hilldesignco@gmail.com to notify us that your file has been uploaded.

UPLOAD INSTRUCTIONS

Submit high resolution PDF to:

mprabeth@gmail.com

MPRAOnline.org Rates



MPRAOnline.org is a direct route to connect with thousands of members, family and friends of the Regiment. All issues of the **MPRA Quarterly "The Dragoon"** are available online 24/7—including our latest digital publication.

SIZE	SIZE	RATE
RATES BASED ON 3 MONTHS OF CONSECUTIVE ADVERTISING.		
Leaderboard Banner Ad	728 x 90	\$600/quarter
Home Page – Square Sidebar Ad	285 x 285	\$400/quarter
Square Sidebar Ad	285 x 285	\$400/quarter
Blog Advertorial Post		\$100/home page placement for 1 week
Shopping Area Ad	285 x 285	\$400/quarter
Large Banner Ad	800 x 285	\$550/quarter

Leaderboard Banner Ad
728 x 90


Square Ad
285 x 285


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Our mission is to promote the history and preserve the traditions of the Military Police Corps Regiment while supporting Military Police Leadership, Soldiers and Families Army wide.


OUR VISION
The premier Military Police professional organization which is fully aligned with the Army and Military Police Corps current and future visions and recognized as relevant by Military Police Leaders, Soldiers and Families throughout the Regiment.

 **DONATE TODAY!**

MPRA Gives Back

 Benevolent Fund

 Scholarship Program

 Military Police Regimental Walkway

The MPRA Benevolent Fund is dedicated to provide financial relief to members and retirees of the Military Police Corps Regiment and Soldiers or Officers working in support of the Military Police Corps Regiment in times of need. Established in 2007, the MPRA's fund of the fact, the over \$150,000 has been distributed to date. Membership is not a requirement to benefit from this program but it is strongly encouraged. Leaders at all levels are encouraged to take advantage of the fund whenever they have exhausted all means to financially survive. Soldiers and family members in times of need. The Benevolent Fund is one of the many ways that the MPRA supports Soldiers around the world every day.

\$156,313

distributed to date

Large Banner Ad
800 x 285

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Advertising
in the MPRA
'The Dragoon'
Magazine
gives you the
opportunity
to reach
thousands
of potential
customers
through direct
marketing.

We offer
competitive
pricing and
an audience
untapped
by most
publications.

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Advertising Agreement

The below named business, organization, or individual reserves display advertising space in the amount of _____ page in the **MPRA 'The Dragoon' Magazine** for a period of _____ consecutive issues and for each issue will pay the rate shown below.

Ad Size _____ Vertical Horizontal Ad Rate \$ _____

Website Ad Size _____ Leaderboard Box Ad Rate \$ _____

Total \$ _____

CONTACT

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Authorized Contact Person _____

Phone Number _____ Fax Number _____

Website (optional) _____

Email (optional) _____

Business Location (if different than above) _____

*The **MPRA 'The Dragoon' Magazine** reserves the right to decline publication of any copy or advertising matter which the company deems objectionable or undesirable. It is agreed that the rate will be guaranteed for a period of four consecutive issues. This contract is to be used only by the above named business, organization, or individual and is not transferable.*

Authorized Advertiser Signature _____ Date _____

Authorized MPRA Signature _____ Date _____

BILLING

Bill my credit card. VISA _____ MC _____ **Total Billed** \$ _____

_____ Exp _____

3 Digit Routing Number _____ (Located on back of card)

Name as it appears on credit card: _____

Complete Address as it appears on credit card billing:

Signature _____

Enclosed is a check/money order in the amount of \$ _____ # _____

Notes: _____
