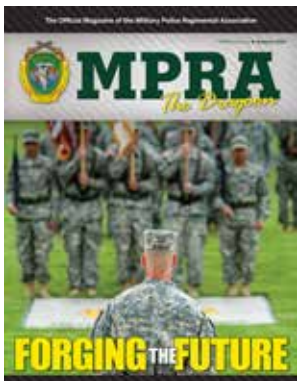
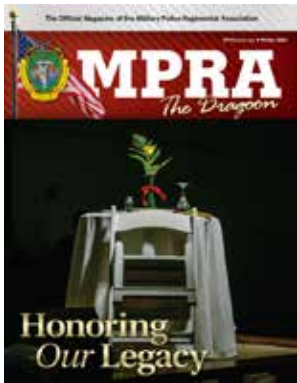


# MPRA

## THE DRAGOON

The Official  
Magazine of the  
Military Police  
Regimental  
Association



## 2014 ADVERTISING OPPORTUNITIES

### MISSION

A professional organization dedicated to promote the pride, heritage and history of the Regiment and to support the Regiments future for the members, family and friends of the Regiment.

### VISION

To become the premier organization that promotes the image, heritage and traditions of the MP Corps through aggressive communication of the Associations Organizational tenets.

### VALUES

**M**utual Respect  
**P**ride in Heritage  
**R**esponsible Service  
**A**lways Relevant

### Distribution

- Over 30,000 annually and growing unparalleled
- Online 24/7 at [www.mpraonline.org](http://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.



DEADLINES:

*May Edition*  
**Spring**  
 April 10

*August Edition*  
**Summer**  
 July 10

*November Edition*  
**Fall**  
 October 10

*February Edition*  
**Winter**  
 January 10

CONTACT:

**BETH BELLERBY**  
 Executive Assistant  
 phone 573.329.6772  
 fax 573.596.0603  
 bellerbyb@mpraonline.org

# MPRA Magazine Rates and Deadlines

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		

## SUPPORTING FIRM MEMBERS

National Supporting Firm Member	\$250/year
Local Supporting Firm Member	\$125/year

## IN-HOUSE PRODUCTION

Design services available through Hill Design Co. at a special rate of \$45/hour through the MPRA 'The Dragoon' Magazine which includes basic design, color scanning 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.

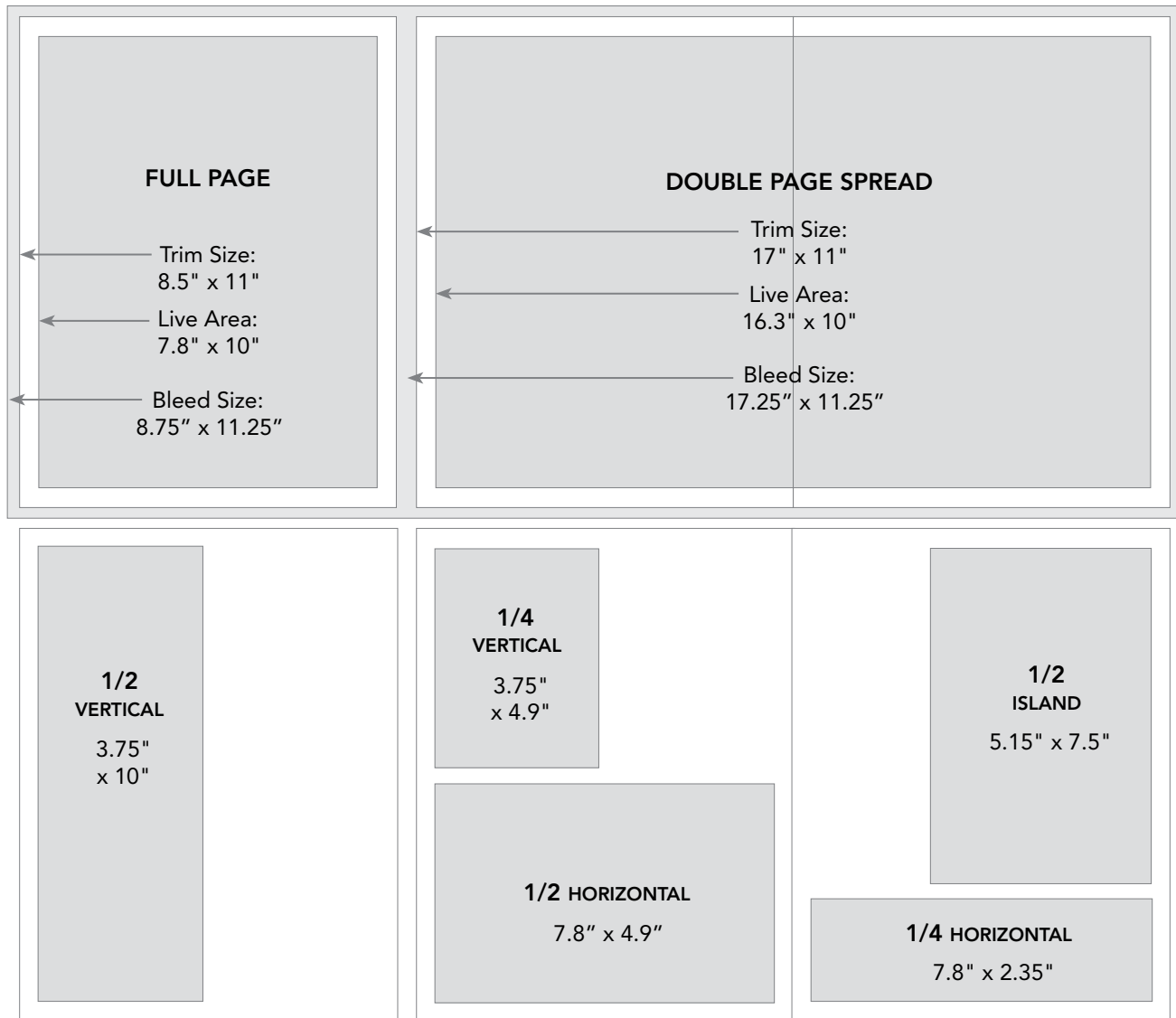
## ADDITIONAL RATE CONSIDERATIONS

**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**, Executive Assistant  
 phone 573.329.6772  
 fax 573.596.0603  
 bellerbyb@mpraonline.org





## OUR MISSION

A professional organization dedicated to promote the pride, heritage and history of the Regiment and to support the Regiments future for the members, family and friends of the Regiment.

### CONTACT:

**BETH BELLERBY**  
Executive Assistant  
phone 573.329.6772  
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bellerbyb@mpraonline.org

# Advertising Specifications

Please contact us with any file setup questions. 417.987.9062 or [hilldesignco@gmail.com](mailto:hilldesignco@gmail.com).

## 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 4. 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, Explorer or Safari.

Host/URL: <ftp.hilldesignco.com>

User name: hdctransfer

Password: trans12c

Please send an email to [hilldesignco@gmail.com](mailto:hilldesignco@gmail.com) to notify us that your file has been uploaded.

## SHIPPING INSTRUCTIONS

Proofs must accompany all materials.

### Ship materials to:

MPRA

ATTN: Quarterly Dragoon

P.O. Box 2182

Ft. Leonard Wood, MO 65473



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.

**CONTACT:**

**BETH BELLERBY**  
Executive Assistant  
phone 573.329.6772  
fax 573.596.0603  
bellerbyb@mpronline.org

# 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 \$ \_\_\_\_\_

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 adver 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: \_\_\_\_\_

\_\_\_\_\_