

ONCE A MARINE, ALWAYS A MARINE

Vol. 75 No. 4 • FALL 2019

SEMPER PARATI

The Magazine of the Marine Corps League

Hershel "Woody" Williams

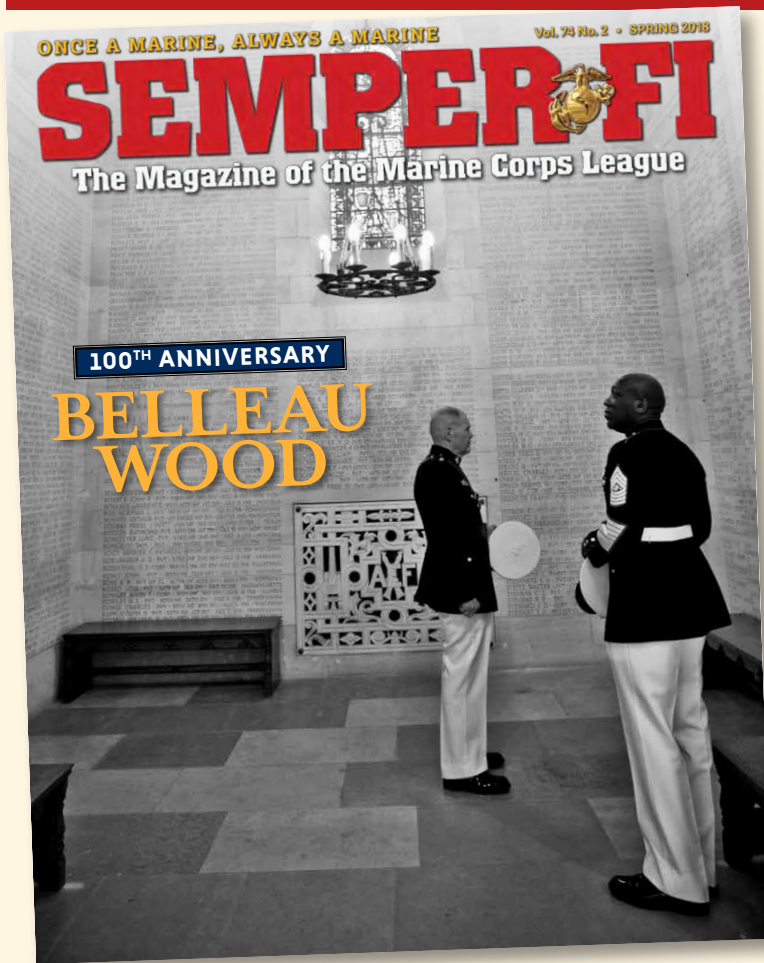
The Interview

Andrew Biggio: The Marine Behind "They Fought We Ride"

Remembering Marine Carl Strong

MEDIA KIT 2020

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About Semper Fi

Audience

Marine Corps League members are active individuals who love outdoor activities including hunting, shooting, golf, camping, boating and more. Membership includes more than 65,000 men and women, officers and enlisted, active duty, Reserve Marines, honorably discharged Marine veterans and qualified Navy FMF Corpsmen and FMF Chaplains.

Frequency

QUARTERLY

(4x/year)

Circulation

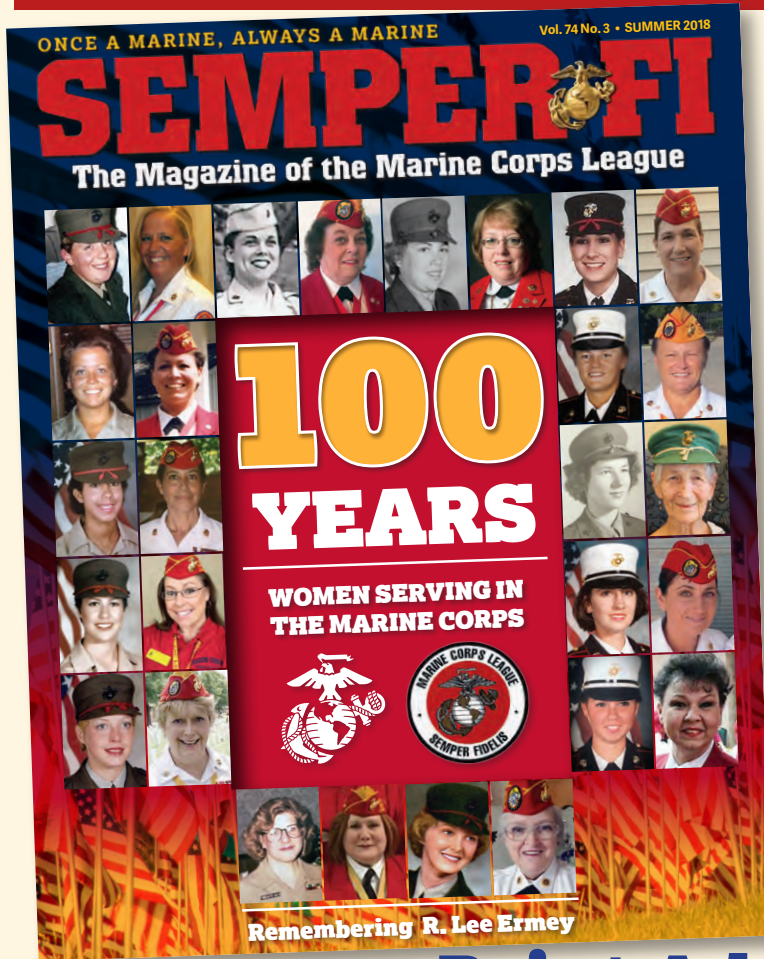
58,844*

copies per issue

Editorial Focus

Semper Fi highlights the charitable works and fellowship of the Marine Corps League and covers League and chapter events across the U.S.A.

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2020 Print Advertising Rates

	1x	2x	3x	4x
BACK COVER	\$5,730	\$5,444	\$5,157	\$4,871
PAGE 2, 3 or INSIDE BACK	\$5,289	\$5,025	\$4,760	\$4,496
FULL PAGE	\$4,408	\$4,187	\$3,967	\$3,747
2/3 PAGE	\$3,526	\$3,350	\$3,174	\$2,997
1/2 PAGE ¹	\$2,865	\$2,722	\$2,579	\$2,435
1/3 PAGE ²	\$2,116	\$2,010	\$1,904	\$1,798
1/4 PAGE ³	\$1,543	\$1,466	\$1,388	\$1,311
1/6 PAGE	\$1,190	\$1,131	\$1,071	\$1,012
1/9 PAGE	\$749	\$712	\$674	\$637
1/12 PAGE	\$441	\$419	\$397	\$375

1. Horizontal or Vertical

2. Horizontal, Vertical or Square

3. Horizontal or Square

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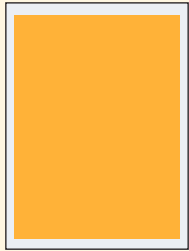
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2020 Distribution Schedule

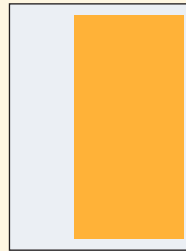
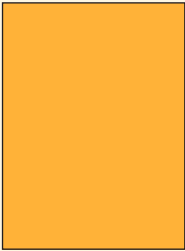
Issue	Insertion Orders Due By	Artwork Due By	Release Date	Additional Distribution
VOLUME 76, NUMBER 1 WINTER 2020	11/4/2019	11/11/2019	1/2/2020	Marine West Expo (February 6-7)
VOLUME 76, NUMBER 2 SPRING 2020	2/5/2020	2/12/2020	4/2/2020	Marine South Expo (April 2-3)
VOLUME 76, NUMBER 3 SUMMER 2020	5/6/2020	5/13/2020	7/2/2020	NONE
VOLUME 76, NUMBER 4 FALL 2020	7/29/2020	8/5/2020	9/22/2020	Modern Day Marine Expo (September 22-24)

Print Ad Artwork Specifications



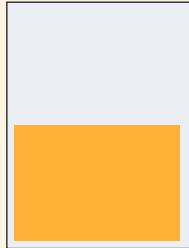
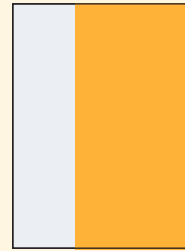
FULL PAGE

Non-Bleed 7.325" x 9.45"
Bleed 8.25" x 10.75"
Trim 8.0" x 10.5"
Live 7.5" x 10.0"



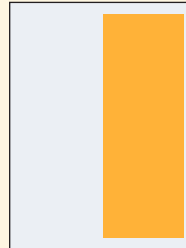
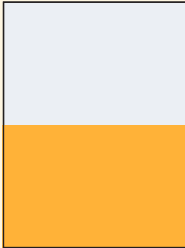
2/3 PAGE (VERTICAL)

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Bleed 5.375" x 10.75"
Trim 5.125" x 10.5"
Live 4.625" x 10.0"



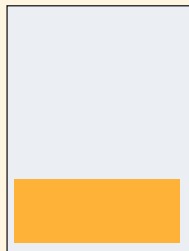
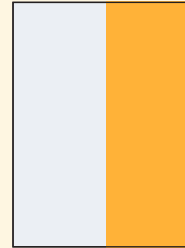
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Bleed 8.25" x 5.25"
Trim 8.0" x 5.0"
Live 7.5" x 4.5"



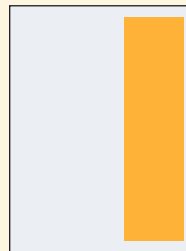
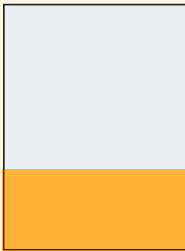
1/2 PAGE (VERTICAL)

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Bleed 4.15" x 10.75"
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Live 3.4" x 10.0"



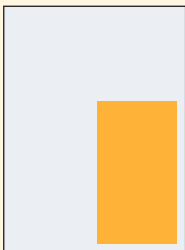
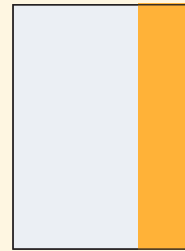
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Non-Bleed 7.325" x 3.15"
Bleed 8.25" x 3.75"
Trim 8.0" x 3.5"
Live 7.5" x 3.0"



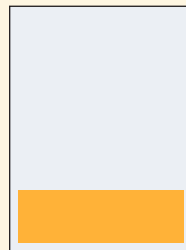
1/3 PAGE (VERTICAL)

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Bleed 2.9" x 10.75"
Trim 2.65" x 10.5"
Live 2.15" x 10.0"



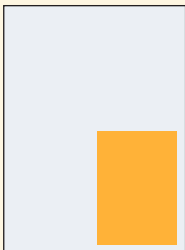
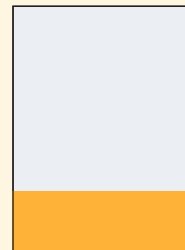
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Non-Bleed 3.6" x 5.75"



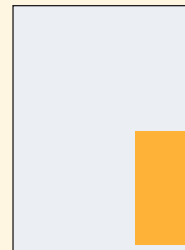
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Bleed 8.25" x 2.85"
Trim 8.0" x 2.6"
Live 7.5" x 2.1"



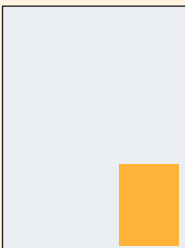
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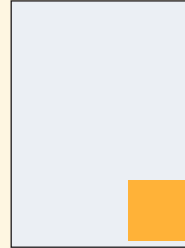
1/6 PAGE

Non-Bleed 2.33" x 5.0"



1/9 PAGE

Non-Bleed 2.3" x 3.15"



1/12 PAGE

Non-Bleed 2.3" x 2.3"

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Artwork Submission & File Guidelines

Acceptable File Formats

PDF at proper output size, CMYK color space and 300+ dpi resolution.

Artwork Submission Instructions

- Please send ad artwork only after confirmation of space reservation with an advertising representative.
- Email artwork to **semperfi@chipotlepublishing.com** and copy your advertising representative. In the subject line, please type **"SEMPER FI AD"** and indicate the issue cover date or volume/issue number. Specify the ad information (size, color, placement suggestions, etc.) in the message body.
- If your artwork file is over 11MB, please contact your advertising representative for alternate submission instructions.

Ad File Guidelines

- Submit PDF-X1a FILES to **semperfi@chipotlepublishing.com**.
- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot color into CMYK. RGB elements must be converted to CMYK.
- Files must be properly trapped.
- Files must be single pages, no multipage files.
- Do not nest PDF files in other PDFs.
- Do not use illegal characters such as ("()*&^%\$#@!'{}|\\/,;: in file names.
- Ads should be built at 100% trim size.
- Our bleed dimensions include an extension of 0.125" beyond the page trim on all sides.
- Keep live matter 0.25" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks 0.1875" so not to touch live image or bleed areas.
- Non-Adobe typekit fonts should not be used. If used, they must be outlined.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.

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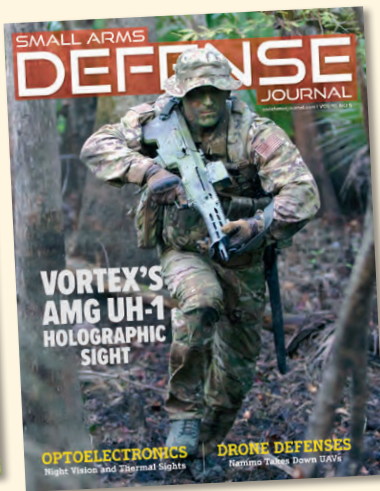


Mission of the Marine Corps League

The mission of the Marine Corps League is to promote the interest and to preserve traditions of the United States Marine Corps; strengthen the fraternity of Marines and their families; serve Marines, FMF Corpsmen, and FMF Chaplains who wear or who have worn the Eagle, Globe and Anchor; and foster the ideals of Americanism and patriotic volunteerism.

—From the Marine Corps League's website mclnational.org





ABOUT CHIPOTLE PUBLISHING

Chipotle Publishing, LLC, is a family-owned niche publishing company specializing in magazines and books pertaining to subjects within the defense and firearms industries. Chipotle Publishing also provides a full range of publishing services including advertising sales, magazine and book layout design, ad design, editing, print production and project management.

OUR PUBLICATIONS

California Firing Line
(for the California Rifle & Pistol Association, Inc.)

Semper Fi
(for the Marine Corps League, Inc.)

Small Arms Defense Journal

Small Arms Review

SOME OF OUR BOOK TITLES

AK-47: The Grim Reaper

The Smith & Wesson Model 76 Submachine Gun

The U.S. M14 Rifle: The Last Steel Warrior

American Thunder: Military Thompson Submachine Guns

The Mac Man: Gordon B. Ingram and His Submachine Guns

