

# FIRE IN THE HOLE



## MISSION STATEMENT

The National Navy UDT-SEAL Museum is the only museum dedicated solely to preserving the history of the U.S. Navy SEALs and their predecessors, including the Underwater Demolition Teams, Naval Combat Demolition Units, Office of Strategic Services Maritime Units and Amphibious Scouts and Raiders. Located in Fort Pierce, Florida, birthplace of the Navy Frogman, the Museum promotes public education by providing the opportunity to explore the history of the Navy SEALs while honoring our fallen at the SEAL Memorial and caring for those warriors families through the Trident House Charities.

## RATES AND MECHANICAL SPECIFICATIONS 2016

BECOME A PART OF A TRULY UNIQUE BIENNIAL PUBLICATION

Ad Sizes	Ad Dimensions	Single Rates	Annual Rates
Full Page	non-bleed 7.5"x10" / bleed 9" x 11.5"	\$ 500	\$ 900
1/2 Page	7.5" x 4.875"	\$ 350	\$ 630
1/4 Page	3.625" x 4.875"	\$ 225	\$ 405
1/8 Page	3.635 x 2.3125"	\$ 150	\$ 270
Inside Back	non-bleed 7.5"x10.5" / bleed 9" x 11.5"	\$ 700	\$1,260
Inside Front	non-bleed 7.5"x10.5" / bleed 9" x 11.5"	\$ 700	\$ 1,260
2/3 Back Cover*	non-bleed 7.5" x 7.75" / bleed 9" x .825"	\$ 800	\$1,440

Trim size = 8.5" x 11"

\* Back cover bleeds left/right/bottom only

**Ad submissions are per issue.** A 10% discount is offered for purchasing an annual ad.

### IMAGE SUBMISSION AND PLATFORM

High resolution files in EPS, JPG, TIF and PDF formats are accepted. Files must be a minimum of 300 dpi at actual size and converted to CMYK. Full page ads must have crop marks and embedded fonts with appropriate bleed, if applicable. *Fire In The Hole* magazine is created in a Macintosh platform using Adobe InDesign and Adobe Photoshop. Native InDesign, Photoshop and Illustrator files are accepted if accompanied with all graphics and Macintosh Postscript Type 1 fonts. We cannot accept native Microsoft Word, other word processing programs, QuarkXPress, CT/LW files or any PC-based applications.

### ADDITIONAL TERMS

*Fire in The Hole* reserves the right to reject any advertisement deemed to be of questionable material or with exaggerated claims. Advertisements are accepted only with the understanding that the advertiser and/or agency is responsible for the contents of the advertisements and absolves *Fire in The Hole* from all claims. Invoices are payable within 30 days of receipt. Balances not paid within 30 days of invoice dates are subject to a 1% monthly finance charge. In the event that payment is not made by the advertiser in accordance with said conditions, the advertiser agrees to pay legal fees incurred by the publisher to obtain collection. Acceptance of terms herein are implied by signature on any contract.

For more information on advertising in *FIRE IN THE HOLE* please contact:

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