

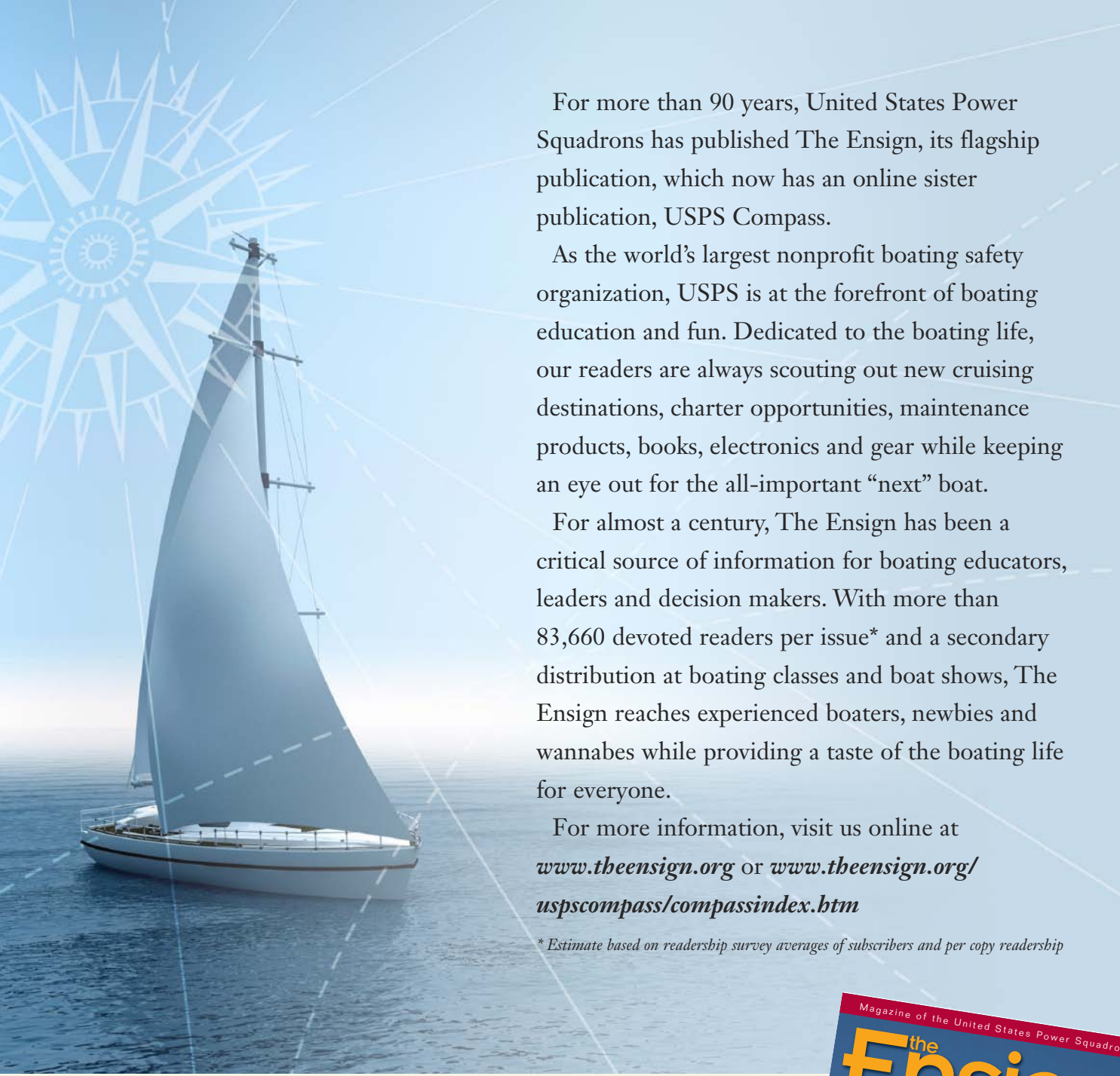


# the **Ensign**

DEDICATED TO BOATING EDUCATION. FUN AND SAFETY  
2009 Media Guide



United States  
Power  
Squadrons



For more than 90 years, United States Power Squadrons has published The Ensign, its flagship publication, which now has an online sister publication, USPS Compass.

As the world's largest nonprofit boating safety organization, USPS is at the forefront of boating education and fun. Dedicated to the boating life, our readers are always scouting out new cruising destinations, charter opportunities, maintenance products, books, electronics and gear while keeping an eye out for the all-important "next" boat.

For almost a century, The Ensign has been a critical source of information for boating educators, leaders and decision makers. With more than 83,660 devoted readers per issue\* and a secondary distribution at boating classes and boat shows, The Ensign reaches experienced boaters, newbies and wannabes while providing a taste of the boating life for everyone.

For more information, visit us online at [www.theensign.org](http://www.theensign.org) or [www.theensign.org/uspscompass/compassindex.htm](http://www.theensign.org/uspscompass/compassindex.htm)

*\* Estimate based on readership survey averages of subscribers and per copy readership*

## The Ensign fetches the mark

### Reader snapshot

- 44%** have a yearly income of \$100,000 or more
- 83%** own one or more boats
- 31%** have purchased an advertised product or service featured in The Ensign
- 32%** save each issue



## 2009 Editorial Calendar

In every issue, The Ensign focuses on boating education, safety and fun with product reviews, how-to projects and practical tips written by boaters for boaters.

### **January/February**

Beat the winter blues with cruising destinations and products geared for cruisers, charterers and all boaters looking for fun and adventure in exotic locales.

- *Deadline 1 Nov. 2007*

### **March/April**

Spring into boating with these maintenance products and projects to get boats water-worthy in no time flat.

- *Deadline 1 Jan.*

### **May/June**

Celebrate National Safe Boating Week with products, articles and ideas to improve on-the-water safety.

- *Deadline 1 March*

### **July/August**

The Ensign salutes summertime fun with stories and products for fishermen, kayakers, whitewater rafters and other water sports enthusiasts.

- *Deadline 1 May (All-digital edition)*

### **September/October**

Our winterizing issue features loads of tips, products and services for getting boats ready for layup and inspiring off-the-water projects.

- *Deadline 1 July*

### **November/December**

Marine electronics is the focus of this jam-packed issue, which spans the boat show season.

- *Deadline 1 Sept. (All-digital edition)*

### **Send materials to**

[ensign@hq.usps.org](mailto:ensign@hq.usps.org)

The Ensign  
1504 Blue Ridge Road  
Raleigh, NC 27607

888-367-8777 x226



# 2009 Rates and Guidelines

## Contract Conditions

### Frequency

Rates apply to ads placed for issues between January and December 2009.

### Insertion orders

A signed insertion order and proof should accompany every ad. The insertion order must include the name of the publication and advertiser, insertion date, size and orientation, a description of the ad, rate and special instructions such as bleed, color or position. All orders are subject to the terms of the current rate card.

### Discounts

A 15 percent discount applies to accredited advertising agencies on accounts paid within 30 days of invoice date. Production charges are noncommissionable.

### Special positions

Ad placement is at the publisher's discretion. However, special positions such as covers, which are non-cancelable, may be ordered subject to publisher's approval and a 20 percent premium.

### Payment

Payment is due within 30 days of invoice date. Past due balances are subject to a 1.5 percent late charge. Accounts more than 60 days past due will be put on a prepayment basis until they are brought up to date. Accounts more than 90 days past due will be turned over for collection.

### Liability

Advertisers assume liability for all content and agree to hold the publisher, USPS, harmless from all cost, claims, liabilities, losses and expenses, including attorney's fees and litigation expenses, arising from the publication of advertisers' material. USPS reserves the right to refuse or to add the word "advertisement" to any ad.

## Rates

	1x	3x	6x	Size
<b>Cover 4</b>	\$5,900	\$5,600	\$5,320	8½ x 11*
<b>Cover 3</b>	5,200	4,940	4,690	8½ x 11*
<b>Cover 2</b>	5,000	4,750	4,510	8½ x 11*
<b>Spread</b>	7,500	7,120	6,760	17 x 11*
<b>1 page</b>	3,600	3,420	3,240	7½ x 9¾
digital edition	1,000			
<b>½ page</b>	2,200	2,090	1,980	7½ x 4⅞
digital edition	500			
<b>¼ page</b>	1,200	1,140	1,080	3¾ x 4⅞
digital edition	250			
<b>Compass</b>	\$1,000/issue		180 x 300 pixels**	

\* Full bleed. Trim size 8¼ by 10¾. No live matter within ¼ inch of trim.

\*\* Compass ads should be created at high resolution with dimensions of 180 x 300 pixels. We will output for Web in house. E-mail questions to [ensign@hq.usps.org](mailto:ensign@hq.usps.org).

## Issue Space Materials

<b>May/June</b>	Apr 4	Apr 11
<b>July/Aug</b>	Jun 4	Jun 11
<b>Sep/Oct</b>	Aug 4	Aug 11
<b>Nov/Dec</b>	Oct 3	Oct 10

Call or e-mail for  
**USPS Compass deadlines**

## Reservations

Ted Taylor  
704-489-0323  
[sales@usps.org](mailto:sales@usps.org)

or

Jim Ocello  
704-425-5509  
[theensignjo@yahoo.com](mailto:theensignjo@yahoo.com)

Fax 888-304-0813

## Guidelines

PDF ad files must be press quality with Type 1 or Open-type fonts and high-resolution images embedded. Images must be sized at 100 percent at 300 dpi or greater and be in grayscale or CMYK format.

If you have questions about PDF file creation or alternative digital file formats, e-mail [ensign@hq.usps.org](mailto:ensign@hq.usps.org) or call 888-367-8777 x226.

Send insertion orders and ad files to  
[ensign@hq.usps.org](mailto:ensign@hq.usps.org)