At Ease
MID-ATLANTIC MILITARY LIFE
At Ease is the Mid-Atlantic’s premier military lifestyle publication and reaches over 100,000* service members, civilian DoD workers, veterans, and their families every month. With one of kind storytelling and brilliant photography, we peer beyond the surface of the branch colors and showcase the amazing people and places that form the fabric of today’s military.

**WHY AT EASE?**

**DISTRIBUTION**

**DIGITAL** - Over 29,000* readers engage with At Ease online at DCMilitary.com every month.

**EMAIL** - 50,000 copies of At Ease land in the inboxes of active military and veterans within the Mid-Atlantic region every month.

**PRINT** - 12,000 copies of At Ease are delivered by hand to high traffic areas on and around major bases and installations across the Atlantic Region including:

- The Pentagon
- Joint Base Myer-Henderson Hall
- Fort Detrick
- Joint Base Andrews
- Fort George G. Meade
- Joint Base Anacostia-Bolling
- NSA Bethesda
- NSA Washington
- Indian Head
- Dahlgren
- Dover AFB
- Patuxent NAS
- Fort McNair
- Quantico MCB
- Fort Belvoir
- U.S. Naval Academy

For a full list of distribution locations, please visit ateasemonthly.com.

*Based upon 2018 Google Analytics average of 29,166 unique visitors each month and an average of 2.1 readers per print copy. Source: Newspaper Association of America, www.naa.org.
Every Month Favorite Features

FAMILY HQ
Perspectives and stories from military families and caregivers navigating life on the homefront

CONNECTING ELEMENT
Transitioning from “Boots to Suits”, a look at career change or “vitrepreneur” – veteran-owned business

OFF BASE
Things to do off duty

FIGHTING FIT
Healthy living to get the best out of life

VETERAN’S CORNER
An inside look at life after military service

SOUNDOFF
Reader engagement from your perspective, feedback and photo submissions

CLASS SIX
Libations and MREs – Meals Ready to Enjoy – diving into the best recipes, dining along with features on local brew masters and vintners

HIGH-SPEED, LOW DRAG
Toys, tech and tools

QUICK 10
Introducing some of the area’s most fascinating people in ten questions

HERE’S A SNEAK PEEK AT WHAT’S COMING UP

JANUARY/FEBRUARY 2020:
Education: Whether it’s navigating the G.I. Bill or learning about something new, education is a major part of day-to-day life in the military.

MARCH 2020:
Moving/Deployment: Easing your move - from allaying children’s fears to organizing it all.

APRIL 2020:
Leaders of Tomorrow: Activities, programs, and organizations geared towards helping young people start their career in or after the military.

MAY 2020
History/Memorial Day: Honoring the Fallen and admiring the courage of our military throughout history.

JUNE 2020:
Celebrating the Arts: All kinds of talented people are currently serving in our military or are veterans.

JULY/AUGUST 2020:
By Land and by Sea: Daily commuting, cross-country traveling, and the more fun ways to get around.

SEPTEMBER 2020:
Sports and Outdoors: On a court, in a field, or on the water — for recreation and for healing.

OCTOBER 2020:
Giving: Causes and organizations that are aiding and shaping the lives of the military community.

NOVEMBER 2020:
Gratitude: Recognizing veterans and their answer to the call for action.

DECEMBER 2020:
Community: A look at all of the opportunities for fun and adventure within or outside of the installation.
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## ADVERTISE

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### PREMIUM/REQUESTED PLACEMENT
- Back cover add 25%
- Inside Back Cover add 20%
- Inside Front Cover add 20%
- Inside Full Page add 15%

### CANCELLATION DATES
- Orders for all inside advertising units are non cancellable seven days prior to closing date.
- Any ads accepted after closing date (at discretion of the publisher) are non cancellable.
- Orders for franchise positions (including cover positions) are non cancellable.

FULL PAGE AS LOW AS $900 PER ISSUE
FULL PAGE FOR LESS THAN 2¢ PER READER

AD SPECS

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All measurements are in inches. Bleed information applies to full-page ads only.

LIVE AREA
Keep all live matter at least 1/4-inch from final trim size on all sides.

BLEED
Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing.
ADVERTISING AGREEMENT

Advertiser _____________________________________________  Agency (if any) _____________________________________________
Contact person __________________________________________ Contact Person _____________________________________________
Phone _____________________________________________  Phone _____________________________________________
Email _____________________________________________  Email _____________________________________________
Address _____________________________________________  Address _____________________________________________
City _______ State _______ Zip _______  City _______ State _______ Zip _______

ADVERTISING SPACE RESERVATION

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GENERAL POLICY

All advertising is subject to At Ease approval. At Ease reserves the right to reject advertising that is not in keeping with the publication’s standards. **Ad positioning cannot be guaranteed** (unless full page paid premium).

WE WANT YOU TO PRINT CORRECTLY
Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time.

TERMS AND CONDITIONS
This agreement is binding. In the event of non-compliance, At Ease reserves the right to re-charge all advertising at earned rates as per its published rate.

All advertising must be paid in advance of publication date deadline unless credit has been established. At Ease terms of payment are within 20 days for credit, and that all regular credit policies apply.

I have read the advertising contract, and agree to the terms and conditions set forth on this page and in the current rate card.

Signature ___________________________  Date _______

Name Printed ___________________________  Date _______