



At Ease

MID-ATLANTIC MILITARY LIFE

WHY AT EASE?

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.

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 “vetrepreneur” – 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.



2020 Issues	Space & Copy Deadline	Distribution
January/February 2020	November 29, 2019	December 31, 2019
March 2020	February 3, 2020	February 28, 2020
April 2020	March 6, 2020	March 31, 2020
May 2020	April 3, 2020	April 30, 2020
June 2020	May 6, 2020	May 29, 2020
July/August 2020	June 5, 2020	June 30, 2020
September 2020	August 3, 2020	August 28, 2020
October 2020	September 4, 2020	September 30, 2020
November 2020	October 2, 2020	October 30, 2020
December 2020	November 4, 2020	November 30, 2020



ADVERTISE

SIZE	OPEN	10X	5X	2X
Spread	\$3,000	\$1,500	\$1,850	\$2,100
Full	\$1,800	\$900	\$1,100	\$1,325
Two Thirds	\$1,500	\$750	\$900	\$1,050
Half	\$1,100	\$625	\$725	\$825
One Third	\$800	\$400	\$475	\$550
Quarter	\$660	\$350	\$425	\$500
Sixth	\$400	\$200	\$250	\$300

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

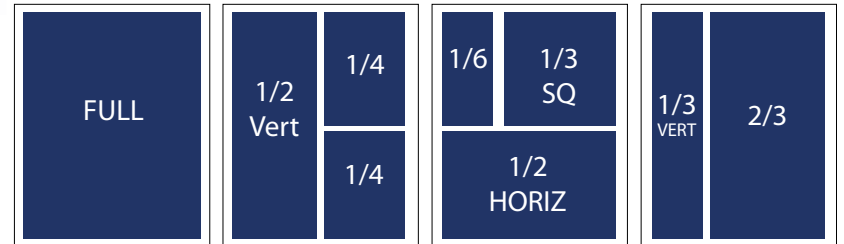
PER ISSUE

FULL PAGE FOR LESS THAN

2¢

PER READER

AD SPECS



SIZE	FINAL TRIM SIZE	NON-BLEED SIZE	BLEED SIZE
Spread		20 x 12	21.5 x 13.5
Full	10.5 x 13	9.5 x 12	11 x 13.5
Half (vert)	4.625 x 11.875		
Half (horz)	9.5 x 5.8125		
1/4 Page	4.625 x 5.8125		
2/3 Page (v)	6.1875 x 11.875		
1/3 Page (v)	3.0625 x 11.875		
1/3 Page (sq)	6.1875 x 5.8125		
1/6 Page (v)	3.0625 x 5.8125		

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

FOR AT EASE USE ONLY

Account Executive _____ Date _____

Account # _____

Advertiser _____ Agency (if any) _____

Contact person _____ Contact Person _____

Phone _____ Phone _____

Email _____ Email _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

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 _____

Name Printed _____ Date _____

ADVERTISING SPACE RESERVATION

AD SIZE	FREQUENCY	START DATE	END DATE	PRICE PER ISSUE
<input type="checkbox"/> FULL PAGE	10x 5x 2x <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 2/3 PAGE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/3 PAGE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/4 PAGE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/6 PAGE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____





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