

# At Ease

REACHING DC'S MILITARY COMMUNITIES





# WHY AT EASE?

At Ease is the Mid-Atlantic's premier military lifestyle publication and reaches over 80,000 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 21,133 unique users 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** - 10,000 copies of At Ease are delivered by hand to high traffic areas on and around major bases and installations across the Atlantic Region including:

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  
 Patuxent NAS  
 Fort McNair  
 Quantico MCB  
 Fort Belvoir  
 U.S. Naval Academy - Annapolis  
 For a full list of distribution locations, please visit [ateasemonthly.com](http://ateasemonthly.com).





# HERE'S A SNEAK PEEK AT WHAT'S COMING UP

JANUARY/FEBRUARY 2021:

**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 2021: RELOCATION/PCS

**Moving/Deployment:** Easing your move - from allaying children's fears to organizing it all.

APRIL 2021:

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

MAY 2021:

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

JUNE 2021:

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

JULY/AUGUST 2021:

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

SEPTEMBER 2021:

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

OCTOBER 2021: COMBINED FEDERAL CAMPAIGN

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

NOVEMBER 2021:

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

DECEMBER 2021:

**Community:** A look at all of the opportunities for fun and adventure within or outside of the installation.



## Monthly *Favorite* Features

### FAMILY HQ

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

### HOMES AND LIVING

Military family living

### CONNECTING ELEMENT

Transitioning from "Boots to Suits", a look at career change or "vetrepreneur" – veteran-owned business

### CLASS SIX

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

### OFF BASE

Things to do off duty

### EDUCATION

Education is a Top Priority for military families

### HEALTH AND WELLNESS

Healthy living to get the best out of life

### WOMEN TO WATCH

Saluting women who exemplify excellence

### VETERAN'S CORNER

An inside look at life after military service



2021 Issues	Space & Copy Deadline	Distribution
January/February 2021	November 30, 2020	December 28, 2010
March 2021	February 5, 2021	February 26, 2021
April 2021	March 9, 2021	March 31, 2021
May 2021	April 6, 2021	April 30, 2021
June 2021	May 7, 2021	May 31, 2021
July/August 2021	June 7, 2021	June 30, 2021
September 2021	August 6, 2021	August 31, 2021
October 2021	September 7, 2021	September 30, 2021
November 2021	October 5, 2021	October 29, 2021
December 2021	November 5, 2021	November 30, 2021





# ADVERTISE

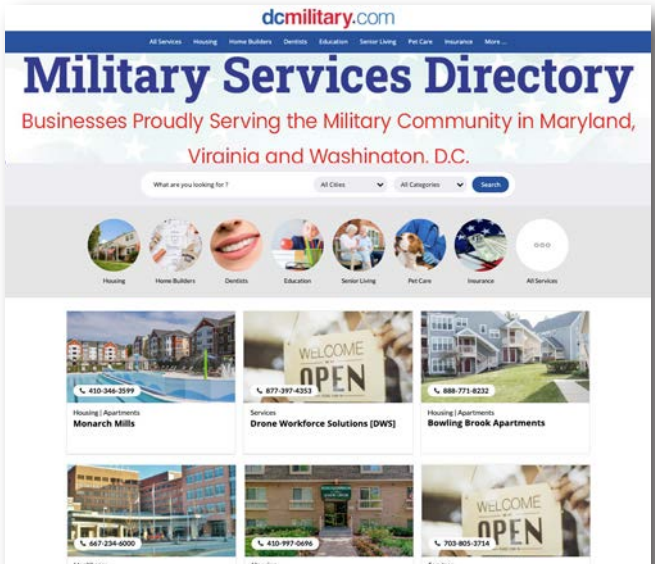
SIZE	OPEN	10X	5X	2X
Full	\$1,890	\$945	\$1,155	\$1,391
Half	\$1,155	\$656	\$761	\$866
Quarter	\$693	\$367	\$446	\$525
Sixth	\$420	\$210	\$262	\$315

## PREMIUM/REQUESTED PLACEMENT

Back cover add 25%  
 Inside Back Cover add 20%  
 Inside Front Cover add 20%

## 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.



## Military Services Directory Listing

(Online and Print)

**12 Months - \$1,000**  
*Special Offer: \$500 with purchase of an At Ease ad.*

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!

Contact us for details

FULL PAGE AS LOW AS

# \$945

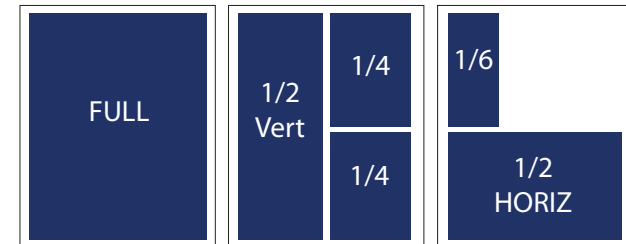
PER ISSUE





FULL PAGE FOR LESS THAN  
**2¢**  
PER READER

# AD SPECS



SIZE	FINAL TRIM SIZE	NON-BLEED SIZE	BLEED SIZE
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		
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
	10x	5x	2x			
<input type="checkbox"/> FULL 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"/> 1/4 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"/>	_____	_____	_____





# At Ease

MID-ATLANTIC MILITARY LIFE



## C-5M GALAXY

The crew of the Air Force's biggest plane takes off

## FISHER HOUSE

Keeping military families together during medical emergencies

## DEPLOYMENT

Readiness for everyone in the whole family

### REGIONAL PRESIDENT

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