

Introductory Advertising Rates for PHALANX

Get your message in front of the national security analyst community! Published quarterly, PHALANX is mailed directly to over 1,600 specialized operations research professionals within the Department of Defense and Department of Homeland Security and analytic communities across the United States and in 15 countries around the world.

Prices are good through the June 2011 issue so act now!

2011 Advertising Rates

Four-Color Ads – Covers Only					
	1X	2x	4x	Size (w" x h")	
Covers 2 & 4 (Inside front and back)	\$1,600 \$1,200	\$1,500 \$1,125	\$1,400 \$1,050	Full-bleed: 8.75" x 11.25"	
Cover 3 (Inside back)	\$1,400 \$1,050	\$1,300 \$975	\$1,200 \$900	Full-bleed: 8.75" x 11.25"	
Black & White, Or Two-Color – Interior Pages Only					
	1X	2x	4x	Size (w" x h")	
Full-page	\$1,000 \$750	\$925 \$693.75	\$850 \$637.50	Trim: 8.5" x 11" Live Area: 7" x 10" Full bleed: 8.75" x 11.25" No bleed: 7.5" x 10"	
Half-page	\$700 \$525	\$650 \$487.50	\$600 \$450	7.5" x 5" (bleeds not accepted)	
Quarter-page	\$500 \$375	\$475 \$356.25	\$450 \$337.50	3.5" x 5" (bleeds not accepted)	

NOTE: Cover rates include four-color process.

Two-color (PMS 287 Blue & Black) ads are offered on interior pages only for an additional fee of \$250.

Issue Date

PHALANX is published the first month of each quarter.

Closing Dates

- Space reservations are due the 1st of the month prior to publication.
- Advertising materials are due the 15th of the month prior to publication.

Send Files To:

Military Operations Research Society
1703 N. Beauregard Street, Suite 450
Alexandria, VA 22311-1745
703-933-9074

File Requirements

- 4-color ads are to be submitted in high resolution, press-ready PDF (300dpi) format in CMYK color mode. Be sure to include bleeds if needed.
- Black and white ads are to be submitted in high resolution, press-ready PDF (300 DPI) format in GRAYSCALE color mode.
- 2-color ads are to be submitted in high resolution, press-ready PDF (300 DPI) format in SPOT (PMS 287 & Black) color mode.
- Please do not include crop or printer's marks.
- Native files are not acceptable.

To advertise in Phalanx, please contact Karen Wilson at karen@mors.org or 703-933-9070.

