

Be sure your company is part of the ONLY magazine that reaches military and private partner housing and lodging professionals WORLDWIDE.



DEFENSE COMMUNITIES 2012 MEDIA PLANNER

PHMA.com/Defense

Tap the

LUCRATIVE

MILITARY HOUSING AND LODGING MARKET...

Senior leadership interest in quality military housing and lodging continues to expand. And that means housing and lodging professionals are seeking new products and services to meet this demand. *Defense Communities* is the one resource that delivers the top-level military decision makers.

Reach this multi-billion-dollar worldwide market by advertising in *Defense Communities* and ensure your company's unmatched visibility in the lucrative military housing and lodging market.

Consider these facts:

- By FY15, the services will have privatized almost all of their U.S. Family Housing, with more than 200,000 privatized family units.
- Permanent Party Unaccompanied Housing (UH) continues to grow, with hundreds of millions in spending planned for modernization, restationing, and more.
- All services have signed up for a seven-year furniture replacement cycle, ensuring big demand for furnishings.
- OSD leadership increasingly focuses on energy efficiency, renewable energy, and environmental sustainability for Family and Unaccompanied Housing.

Put *Defense Communities* to work for you!
Expand your reach with brand-building options.



Increase traffic to your website.

Place a banner ad on the PHMA website, PHMA.com, for additional exposure via this high-traffic site. Combine print and online advertising to further your company's reach in the lucrative military housing market.

Showcase your company in the Buyer's Guide—

the go-to resource for military housing professionals seeking products and services. The Buyer's Guide is printed in the November/December issue and is online for an entire year at PHMA.com. An enhanced listing includes your company's color logo and special stand-out treatment. Add a special "green" designation to your company's listing!



Interested in customized reprints from *Defense Communities*?

Contact Lisa Junker at 703.914.9200 x34 or ljunker@strattonpublishing.com.

PHMA.com/Defense

MECHANICAL REQUIREMENTS

Space Size	Width	Depth
Full Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Island	4 1/2"	7 1/2"
1/2 Horizontal	7"	4 3/4"
1/2 Vertical	3 1/2"	10"
1/3 Vertical	2 1/4"	10"
1/3 Square	4 1/2"	4 3/4"
1/4 Vertical	3 1/2"	4 3/4"

Trim size: 8 1/8" x 10 7/8"

Binding: Saddle stitch

Bleed size: 8 3/8" x 11 1/8"

Printing: Web offset

Print Materials

Ad artwork is accepted in the following formats:

- Press-optimized PDF (preferred format) with fonts/images embedded
- Photoshop eps or tiff with fonts/images embedded
- Illustrator eps with fonts converted to outline and images embedded

All artwork submitted must be CMYK and at high resolution (300 dpi at actual size). No files accepted in RGB or Pantone colors unless paying for spot color. Advertisers will incur a fee for submitting files that require additional production work (i.e., files containing low-res or RGB images, missing or not-embedded fonts, etc.). For color ads, a color proof must be submitted at actual size. *Defense Communities* is not responsible for color accuracy if advertiser does not provide a color-accurate proof (e.g., color laser prints are not color-accurate proofs).

Web Materials

Ad dimensions: 700 pixels wide by 90 pixels deep (700 x 90)

File size: 50K maximum

Formats accepted: jpg or png files only (256 colors maximum)

Actions: Only one click to a website is permitted (no pop-ups). Animation is not permitted. Web ads must be submitted in electronic format via email. A hard copy of the original graphics files must accompany the ad files.

Contact Alison Bashian at 800.335.7500 x21 or alisonb@strattonpublishing.com for details. (Eligible for CSM discounts. No agency discounts apply. All online/electronic ads must be prepaid in full.)

Post advertising materials to ftp.strattonpublishing.com.

Contact Stratton Publishing & Marketing at 703.914.9200 or adproduction@strattonpublishing.com for procedures and details.

Publishing Office

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2012 Rate Card

ADVERTISING RATES

Four Color			
	1x	3x	6x
Full Page	\$3770	\$3520	\$3295
2/3 Page	3365	3205	3020
1/2 Island	3150	3015	2845
1/2 Page	3025	2910	2735
1/3 Page	2885	2765	2620
1/4 Page	2580	2495	2355
Black & White			
Full Page	2240	2045	1845
2/3 Page	1910	1740	1560
1/2 Island	1685	1540	1380
1/2 Page	1550	1415	1280
1/3 Page	1318	1205	1070
1/4 Page	1105	1010	905
Covers			
2 (Inside Front)	4450	4150	3895
3 (Inside Back)	4300	4010	3765
4 (Back)	4670	4370	4100

Military Marketplace

Business Card Advertisements

Business card-sized listings (3 1/2" wide x 2" deep)

- Three (3) Consecutive Issues: \$339 Total
- Six (6) Consecutive Issues: \$606 Total

No discounts apply. Rates for Military Marketplace are the same for 4C and BW materials.

Banner Advertising for PHMA.com

- Three Months \$2628
- Six Months \$4140
- Twelve Months \$6864

PHMA.com/Defense

Send All Ad Materials To:

Stratton Publishing
& Marketing Inc.
5285 Shawnee Road,
Suite 510
Alexandria, VA 22312
703.914.9200
fax 703.914.6777
adproduction@strattonpublishing.com

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Defense Communities is read by **5,000+ military housing professionals, privatization partners, and their staffs worldwide.** Armed with U.S. appropriated and non-appropriated dollars, they purchase the products and services to build, maintain, upgrade, and renovate a wide range of facilities.

2012 Editorial Calendar and Closing Dates

Issue	Closing Dates	Issue Highlights
JAN/FEB	Advertising Closing Date: 11/18/11 Materials Due: 12/9/11 Editorial Deadline: 11/4/11	Training & Education Special Section <ul style="list-style-type: none"> Professional development for housing and lodging professionals Green strategies for interiors and exteriors Bonus distribution at PDS XXIV in San Diego, January 30-February 3, 2012
MAR/APR	Advertising Closing Date: 2/22/12 Materials Due: 3/14/12 Editorial Deadline: 2/13/12	Post-PDS XXIV Coverage <ul style="list-style-type: none"> Promoting community in privatized housing PDS XXIV awards and recognitions The latest in flooring, carpeting, and surfaces
MAY/JUN	Advertising Closing Date: 3/29/12 Materials Due: 4/20/12 Editorial Deadline: 3/20/12	Outdoor Spaces Special Section <ul style="list-style-type: none"> What's new in playgrounds and outdoor equipment Design, architectural, and landscape best practices Smart systems for emergency planning and disaster recovery
JUL/AUG	Advertising Closing Date: 5/23/12 Materials Due: 6/11/12 Editorial Deadline: 5/11/12	Green Special Section <ul style="list-style-type: none"> Sustainable housing and lodging best practices The latest in green construction strategies Renovation/retrofit Privatization updates
SEP/OCT	Advertising Closing Date: 7/16/12 Materials Due: 8/6/12 Editorial Deadline: 7/2/12	Privatized and Traditional Housing & Lodging <ul style="list-style-type: none"> New ideas in furnishings and décor UPH updates and news Security strategies and technology
NOV/DEC	Annual Buyer's Guide Be sure your company is listed in this important, year-round resource! Advertising Closing Date: 9/17/12 Materials Due: 10/8/12 Editorial Deadline: 9/3/12	Annual Buyer's Guide <ul style="list-style-type: none"> Privatization updates Preview of PDS XXV Appliances update Maintenance strategies and tips

Note: Editorial content subject to change at publisher's discretion.

Extend Your Reach With a Customized Media Mix!

Invest in a **comprehensive, integrated advertising package at a discount.** Packages include high-visibility print ads, enhanced Buyer's Guide listings, PHMA Conference Program advertising, and banner ads on the high-traffic PHMA.com.



Contact Advertising Sales Manager Alison Bashian to discuss the best plan for your company at alisonb@strattonpublishing.com or 800.335.7500 x21.

PHMA.com/Defense



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Professional Housing
Management Association
www.phma.com