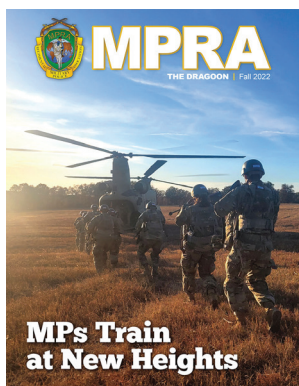


# MPRA

## THE DRAGON

The Official  
Magazine of the  
Military Police  
Regimental  
Association



## 2023 ADVERTISING OPPORTUNITIES

### MISSION

Promote the history and preserve the traditions of the Military Police Corps Regiment while supporting Military Police Leadership, Soldiers and Families Army wide.

### VISION

The premier Military Police professional organization which is fully aligned with the Army and Military Police Corps current and future visions and recognized as relevant by Military Police Leaders, Soldiers and Families throughout the Regiment.

### VALUES

Serve Military Police Leaders, Soldiers, and Families with dignity, respect, responsibility and stewardship of our resources with integrity, transparency and accountability.

## Distribution

- Over 30,000 annually and growing unparalleled
- Online 24/7 at [www.mpraonline.org](http://www.mpraonline.org)

## 'The Dragoon' Advantage

Advertising in the **MPRA Quarterly "The Dragoon"** offers you an exceptional chance to reach thousands of potential customers. We offer competitive pricing and an audience untapped by most publications.



## MPRA Magazine Rates and Deadlines

RATES	ONCE	TWICE	QUARTERLY
Full page	\$530	\$500	\$410
1/2 page	\$470	\$440	\$350
1/4 page	\$410	\$395	\$290

COVERS & SPREADS	ONCE	TWICE	QUARTERLY
Double page spread	\$1,000	\$940	\$760
Inside back cover	\$730	\$700	\$610

### DEADLINES:

*February Edition*  
**Winter**  
 January 15

*May Edition*  
**Spring**  
 April 15

*September Edition*  
**Summer**  
 August 15

*December Edition*  
**Fall**  
 November 15

### CONTACT:

**BETH BELLERBY**  
 Business Manager  
 573.329.6772  
 mprabeth@gmail.com

### PREFERRED FILE FORMATS

#### PDF

We prefer press-ready PDF files with fonts and all links embedded.

Please include an 1/8" bleed when needed on full page bleed ads. Images must be in CMYK format and at a resolution of 300 dpi at actual print size. Export or optimize PDF files with a press quality setting.

All ads must be set up for 4-color process, CMYK format. If a spot color is desired, special arrangements must be made and additional specifications provided before submitting materials.

### IN-HOUSE PRODUCTION

Design services available through Hill Design Co. at a special rate of \$50/hour through the MPRA 'The Dragoon' Magazine which includes basic design and pre-press setup. The cost of photography, concept and logo design, custom artwork, photo manipulation or submitting an ad to other publications will carry a rate of \$60/hour and be billed directly to the client. Contact Hill Design Co. at 417.987.9062 or email hilldesignco@gmail.com.

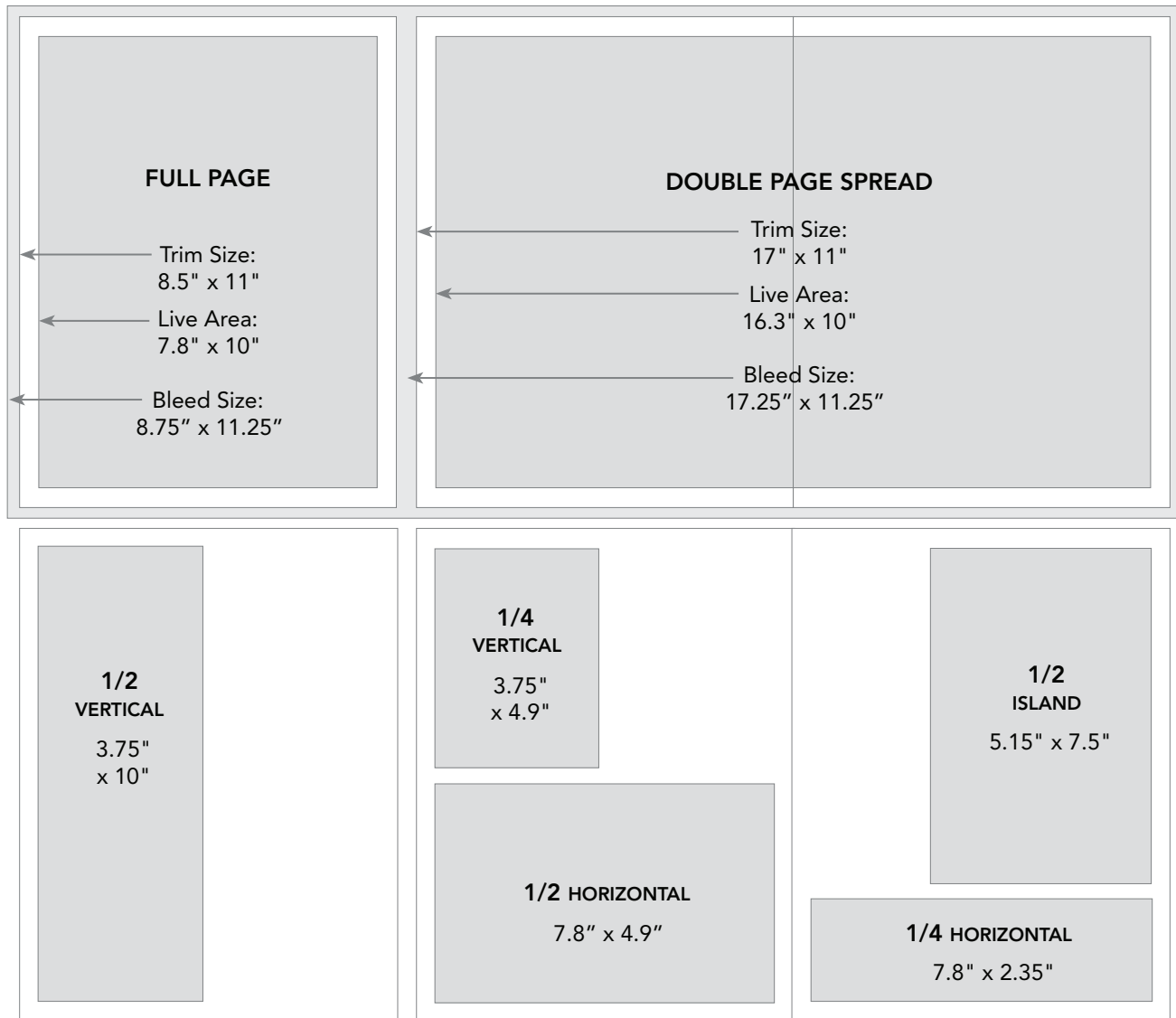
### ADDITIONAL RATE CONSIDERATIONS

**Cancellations:** Previously contracted ads must be cancelled in writing no less than 30 days before the space close dates. Publishers reserves the right to edit or decline advertising copy at any time. There will be an additional 1.5% charge per month for any payment not received within 30 days of due date.



# MPRA Quarterly “The Dragoon”

## Advertising Dimensions



Please do not add crop marks or printer marks to PDFs. All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

AD SIZES	WIDTH	HEIGHT
Double page spread	16.3"	10"
Double page, bleed	17.25"	11.25"
Full page, non-bleed	7.8"	10"
Full page, bleed	8.75"	11.25"
1/2 page, Island	5.15"	7.5"
1/2 page, horizontal	7.8"	4.9"
1/4 page, horizontal	7.8"	2.35"
1/4 page, vertical	3.75"	4.9"

**TRIM SIZE:** 8.5" x 11"

Type and other images not intended to bleed or be trimmed must be at least .25" inside the trim area.

**CONTACT:**

**BETH BELLERBY**, Business Manager  
 phone 573.329.6772  
 mprabeth@gmail.com





## OUR MISSION

Promote the history and preserve the traditions of the Military Police Corps Regiment while supporting Military Police Leadership, Soldiers and Families Army wide.

### CONTACT:

**BETH BELLERBY**  
 Business Manager  
 573.329.6772  
 mprabeth@gmail.com

# MPRAOnline.org Rates

**MPRAOnline.org** is a direct route to connect with thousands of members, family and friends of the Regiment. All issues of the **MPRA Quarterly "The Dragoon"** are available online 24/7—including our latest digital publication.

SIZE	SIZE	RATE
RATES BASED ON 3 MONTHS OF CONSECUTIVE ADVERTISING.		
Leaderboard Banner Ad	728 x 90	\$550/quarter
Large Banner Ad	780 x 300	\$650/quarter
Vertical Retangle Ad	300 x 600	\$500/quarter
Square Sidebar Ad	300 x 300	\$400/quarter
Medium Rectangle Sidebar Ad	300 x 250	\$350/quarter
Blog Advertorial Post		\$200/home page placement for 1 week
Shopping Area Ad	300 x 300	\$400/quarter





Advertising  
in the MPRA  
'The Dragoon'  
Magazine  
gives you the  
opportunity  
to reach  
thousands  
of potential  
customers  
through direct  
marketing.

We offer  
competitive  
pricing and  
an audience  
untapped  
by most  
publications.

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# Advertising Agreement

The below named business, organization, or individual reserves display advertising space in the amount of \_\_\_\_\_ page in the **MPRA 'The Dragoon' Magazine** for a period of \_\_\_\_\_ consecutive issues and for each issue will pay the rate shown below.

Ad Size \_\_\_\_\_  Vertical  Horizontal Ad Rate \$ \_\_\_\_\_

Website Ad Size \_\_\_\_\_  Leaderboard  Box Ad Rate \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

## CONTACT

**Business Name** \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Authorized Contact Person** \_\_\_\_\_

Phone Number \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Business Location (if different than above) \_\_\_\_\_

*The MPRA 'The Dragoon' Magazine reserves the right to decline publication of any copy or advertising matter which the company deems objectionable or undesirable. It is agreed that the rate will be guaranteed for a period of four consecutive issues. This contract is to be used only by the above named business, organization, or individual and is not transferable.*

Authorized Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_

Authorized MPRA Signature \_\_\_\_\_ Date \_\_\_\_\_

## BILLING

Bill my credit card. **Total Billed \$** \_\_\_\_\_

# \_\_\_\_\_ Exp \_\_\_\_\_

Security Code \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_

Complete Address as it appears on credit card billing:

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

Enclosed is a check/money order in the amount of \$ \_\_\_\_\_ # \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_