

The Postmasters Advocate

Rate Card #13 • Effective January 2010

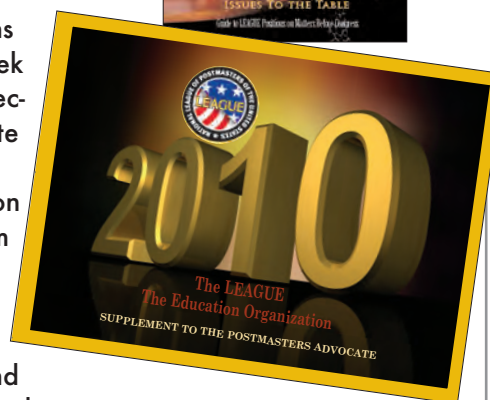


National League of Postmasters
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The *Postmasters Advocate* was established in 1894. It is published 9 times a year by the National League of Postmasters. The LEAGUE is known as “The Education Organization” and focuses on management topics, legislative concerns, and issues affecting the Postal Service. Technology, safety, mail, delivery, career development and skill-building are all part of the publication’s features.

The Jan/Feb issue is used as a communications tool to take to the Hill during Forum the first week in February. It features a new congressional directory with all the new members of both the Senate and House, legislative issues of concern to the Postal Service, and information on the workings of the postal system as well as the value of the 10,000 smallest post offices.



The Sept/Oct issue covers the annual convention in August and features end-of-year financial and management concerns in regard to the Postal Services and the Postmasters, PMRs, OICs and other members of the LEAGUE. It is mailed to all Postmasters. The LEAGUE publishes an annual postal calendar and polybags it with the October issue for its members.



To Advertise, Contact:

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Ad Copy Deadlines:

Jan/Feb - Jan 1
Mar - Feb 1
Apr - Mar 1
May - Apr 1
Jun - May 1
Jul/Aug - Jun 1
Sep/Oct - Aug 15
Nov - Oct 1
Dec - Nov 1

No extra charge for four-color advertising!

- All ads in PDF with CMYK color
- Circulation average is 19,000 with October circulation average of 32,000
- Advocate is mailed to arrive around the 1st of the month

Size	1x	3x	6x	9x
Full	\$1100	\$1040	\$975	\$800
Half	\$ 695	\$ 665	\$615	\$510
Third	\$ 475	\$ 445	\$420	\$350
Quarter	\$ 385	\$ 365	\$340	\$285

Insert, Tip-on and Catalog pricing available upon request

Publication Trim Size is 8.75 x 10.875

Full	7.5 x 9.25
Full w/bleed	9 x 10.25
1/2 Horizontal	7.5 x 4.5
1/3 Square	4.5 x 4.5
1/4 Vertical	2.25 x 4.5

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