

# UNITING MWR PROFESSIONALS WORLDWIDE



There is no better way to ensure that you reach the full scope of the MWR community than with IMCEA. *MWR Today*, [www.imcea.com](http://www.imcea.com) and IMCEA conferences deliver marketers a unique opportunity to reach the most concentrated source of buying power in the MWR marketplace. In a time when marketing strategies demand maximum return for dollars invested, IMCEA is an ideal partner. Renowned in the industry as a trusted source of MWR information, IMCEA educates thousands of MWR professionals worldwide each year about the strategies, technologies, products, and services required to successfully operate their facilities. Supporting the continued growth and success of the industry, IMCEA offers a Membership program, world-class educational events, respected publications and research, and a comprehensive online resource.

As a marketing partner, IMCEA enables leading providers to leverage these programs to reach their marketing goals. From print advertising and exhibitions to online exposure, IMCEA provides a proven marketing solution which increases brand recognition, delivers superior lead generation, and ensures MWR professionals worldwide are familiar with your products and services.

Founded in 1972, IMCEA is the only international organization targeted specifically to all managers in military MWR. And the military market is unique in many ways. When IMCEA formed, there was a definite need for a professional organization just for military club managers. The organizational strengths and structure developed over the past 30 years has served military club managers well. IMCEA has evolved and now that same structure, and those same strengths, is available to all MWR managers throughout the military communities of all services. IMCEA provides a vehicle for military community executives to exchange viewpoints and ideas and share information. We pride ourselves on giving our members the specific information and solutions they need to manage the challenging and ever-changing demands of their facilities.

## Our Mission

IMCEA's mission is to enhance the managerial skills of military MWR professionals through a series of training programs designed to augment training provided by the Department of Defense. IMCEA also offers a certification program, the Certified Military Community Executive (CMCE) designation, for MWR professionals who achieve the highest levels of professional experience, job knowledge, and professionalism. IMCEA is a private, non-profit organization incorporated in the state of Texas. Our membership is comprised of professionals who manage military MWR programs, and over 200 manufacturers and service providers from the corporate sector who do business with the U.S. government. Our members can be found at nearly every military base and installation worldwide.

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For more than 30 years, IMCEA has been the preeminent source providing MWR professionals with the tools they need to succeed in the ever-changing world of military MWR. Today, we're stronger than ever and have a wealth of opportunities available for both MWR professionals and the industry that supports MWR. First, in response to overwhelming market sentiment, we've brought back our monthly magazine, *MWR Today*. *MWR Today* is the only monthly MWR related publication keeping MWR professionals informed about what is happening in MWR and the industry that supports them. Our website, [www.imcea.com](http://www.imcea.com), is being expanded to offer fast, easy and up to the minute information. The IMCEA Annual Membership Directory and Buyers' Guide, the "Yellow Pages" of MWR, puts the information IMCEA members need at their fingertips.

IMCEA Conferences provide an ideal way to connect directly with a highly targeted group of MWR professionals looking to share knowledge and learn about what is shaping the future of the industry. In addition to receiving an in-depth educational experience, attendees are evaluating and making purchasing decisions on new products and technologies to integrate into their organizations. We have an abundance of opportunities in 2006: Catersource 2006, January 23-26 in Las Vegas, Nevada, the MWR EXPO, August 14-18 in Louisville, Kentucky, and the all new Far East Expo in Okinawa, Japan in October. For additional information and future updates on attending or exhibiting at any of these conferences visit the IMCEA website at [www.imcea.com](http://www.imcea.com).



Where We're Going

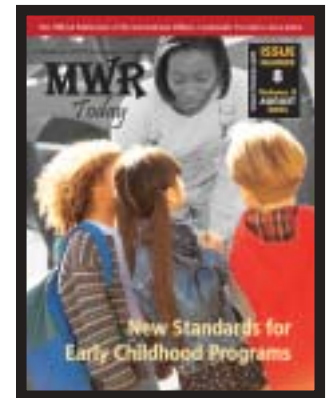
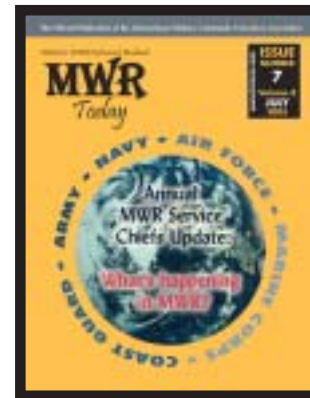
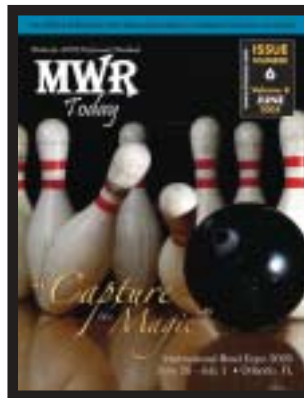
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*Written for MWR Professionals Worldwide*

IMCEA publishes MWR Today, the only monthly magazine that focuses exclusively on MWR and all of the programs MWR entails, as a means to keep MWR professionals informed about the latest developments in military MWR from a program, products, and services perspective. Read by an audience of more than 10,000 and influencing decisions made across the MWR field, MWR Today is the principal source of information, products, and services for MWR professionals worldwide.

MWR Today magazine provides real-world, peer-to-peer information and stories. Our readers are the influencers of the industry who establish the needs of their organizations and recommend specific solutions and products for their facilities. Every issue of MWR Today hooks readers with articles addressing every facet of the MWR industry with valuable insights through regular editorials of all MWR programs. Our editorial mission is to provide readers with the information they need to manage their facilities and deliver successful programs. MWR Today is dedicated to providing in-depth, cutting edge information, fresh ideas and perspective to help MWR Professionals continue to grow and advance in the field. It is the magazine MWR professionals rely upon most for up-to-date information about their profession. It is the magazine of choice for MWR managers and buyers.



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## 2006 Advertising and Editorial Schedule

- *MWR Today is more than the must-read for MWR professionals, it's a want-to-read because of its unique perspective of the MWR community.*
- *MWR Today readers are passionate about their mission. They work hard every day to improve the lives of the Armed Forces, their families and retirees. Moreover, MWR Today readers buy what they see.*
- *MWR Today maintains a maximum 60% editorial/40% advertising ratio.*
- *Maximize your advertising dollars by delivering your advertising message to MWR decision makers and buyers who have the means--and motivation--to buy products and services that make their patrons lives better.*
- *IMCEA provides personalized marketing proposals for maximum impact. Together we can put together a strategy that will help you get the word out about your products and services.*

2006 Issues		Insertions Orders Due	Closing Date
January	Catering	November 5	November 15
February	Resource Guide	December 5	December 15
March	Fitness & Sports	January 5	January 15
April	Child & Youth	February 5	February 15
May	Travel & Lodging	March 5	March 15
June	Bowling	April 5	April 15
July	Service Chiefs Update	May 5	May 15
August	Expo Edition	June 5	June 15
September	Food Safety	July 5	July 15
October	FB&E	August 5	August 15
November	Golf	September 5	September 15
December	Recreation	October 5	October 15

*Closing dates apply to both space and materials.  
Dates are subject to change.*

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## IMCEA Annual Membership Directory and Buyers' Guide The Yellow Pages of MWR

### Buyers' Guide Listings

**Includes:** Company name, address, phone number, fax number, contact name, email, Web address and a 25 word company description.

**Listing Cost:** \$250.00\*

\*Free with paid advertisement

**\*NOTE:** All insertion orders are due by June 1, 2006. Ad Materials are due by June 15, 2006. All updated company listings are due by June 1, 2006.

The IMCEA Annual Membership Directory and Buyers' Guide — The Yellow Pages of MWR — is a great opportunity to showcase your company. This publication is a year-round source of suppliers for military MWR buyers worldwide. To be released in the August of 2006, IMCEA's Annual Membership Directory and Buyers' Guide contains contact information on every member of IMCEA, a comprehensive listing of the military MWR leadership and program managers, and much more.

- *Maximize your advertising dollar and get results by delivering your advertising message to the decision-makers and buyers of MWR.*
- *Readers include, but are not limited to: Headquarters personnel from all five branches of the military, managers, operators, buyers, contracting officers, policymakers in the Department of Defense and legislators on Capitol Hill.*
- *The very latest contact information for the decision-makers in the MWR industry is at your fingertips.*
- *Viewed daily by over 2,500 MWR professionals internationally.*
- *Easy to read tabbed sections that are LOADED with useful information.*
- *As an Annual Membership Directory and Buyers' Guide advertiser, your company receives a free listing in our Yellow Pages section--which lists full contact information, including a brief company description, address, phone, fax, email address, web site address and contact person.*



Publications

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## Printing Specs

### Magazine Page Trim Size:

8-1/4" wide by 10-7/8" high

### Binding:

MWR Today--Saddle Stitch  
Directory--Spiral Bound

### Acceptable Materials

Electronic files are required for all advertisements. Ads are acceptable in PC or MAC (All MAC created ads must be submitted on PC readable disks) format. Publisher cannot guarantee accurate reproduction of files sent via e-mail without furnished hard-copy proofs (two).

All advertisements must be submitted as either high-resolution CMYK EPS (preview must be included), layer flattened with fonts converted to outlines or paths or high resolution PDF files with **ALL** fonts and graphics embedded. Files created in word processing or presentation programs are **NOT** acceptable as ad materials. Adobe fonts must be included with the ad. **Truetype Fonts are not accepted.**

### Proofs

Two hard-copy color proofs @ 100% size, created from the supplied digital file, must accompany all ad submissions. We cannot guarantee accurate reproduction of files sent via email without furnished hard-copy proofs (two). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

**NOTE:** If proofs are not supplied, the Publisher reserves the right to have them made at the Advertisers expense, and make-goods due to reproduction quality will not be honored.

Contract advertisements (if applicable) from previous issues will automatically be used if changes and/or new copy are not received by ad deadline date of next issue. All copy is subject to publisher's approval.

### Full Size Ad Units

	Ad Dimension	Live Area
<b>2-Page Spread</b>		
Bleed	17" x 11.125"	16.25" x 10.625"
Trim	16.5" x 10.875"	
<b>Full Page</b>		
Bleed	8.5" x 11.125"	8" x 10.625"
Trim	8.25" x 10.875"	

### Fractional Size Ad Units

<b>1/2 Horizontal</b>		
Bleed	8.5" x 5.375"	8" x 5"
Trim	8.25" x 5.25"	
<b>1/2 Vertical</b>		
Bleed	4.25" x 11.125"	3.875" x 10.625"
Trim	4.125" x 10.875"	
<b>1/3 Square</b>		
Bleed	5.375" x 5.375"	5.125" x 5.125"
Trim	5.25" x 5.25"	
<b>1/3 Vertical</b>		
Bleed	2.85" x 11.125"	2.6" x 10.625"
Trim	2.75" x 10.875"	
<b>1/4 Vertical</b>		
Bleed	N/A	
Trim	4.125" x 5.4375"	

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## 2006 Advertising Rates

● Contact IMCEA for discount rates on multiple insertions and IMCEA member discounts at 770.396.2101 or email: [imcea@imcea.com](mailto:imcea@imcea.com)

● **Ship all advertising materials to:**

IMCEA

1530 Dunwoody Village Parkway, Suite 203  
Atlanta, GA 30338

Phone: 770.396.2101

Fax: 770.396.2198

Email: [imcea@imcea.com](mailto:imcea@imcea.com)

● For any questions or additional information about IMCEA or any of its publications or conferences, please call 770.396.2101 or send an email to [imcea@imcea.com](mailto:imcea@imcea.com).

### Full Size Ad Units

MWR Today

Annual Directory

2-Page Spread

Color  
Black & White

Full Page

Color  
Black & White

2nd & 3rd Cover

Color

4th Cover

Color

Tabbed Page

Color

Contact IMCEA at  
770.396.2101 for current  
advertising rates.

### Fractional Size Ad Units

1/2 Page

Color  
Black & White

1/3 Page

Color  
Black & White

1/4 Page

Color  
Black & White

1/6 Page

Color  
Black & White

Contact IMCEA at  
770.396.2101 for current  
advertising rates.

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**www.imcea.com**  
**Now live on a  
screen near you!**

The IMCEA Web site, [www.imcea.com](http://www.imcea.com) is a vehicle for daily correspondence with our members and others who want to keep up to date on what is happening in the MWR industry. IMCEA is the most powerful marketing partner in the military MWR community. Our marketing department delivers advertisers an unmatched portfolio of demographics. We bring together the largest community of MWR consumers. IMCEA knows how to get results for advertisers and marketers.

The Internet's functionality and usefulness to consumers have made it a powerful medium for smart marketers. Unlike other media, the interactive medium enables marketers to efficiently combine the traditional three-stage sales cycle into a single step: get attention (Branding); offer information/answer questions (informing); and transact/provide service (the sale). In addition, the Internet enables marketers to define and target specific demographic groups more effectively than ever before.

At [www.imcea.com](http://www.imcea.com) visitors will find a wealth of information including information all about IMCEA and membership, how to earn the Certified Military Community Executive (CMCE) designation, where to find products and services (Products and Services Page), details on the IMCEA Awards and Scholarships and details about all IMCEA conferences. The IMCEA website is also a direct link to the news you want to read about all five Services and their MWR programs.

## **Web Site Tile Ads**

### **Specifications:**

Non-animated, 16KB, 125x125 pixels

### **Ad Submissions:**

Ads on disk are acceptable in PC format on CD or Zip disks. Adobe fonts must be included with the ad (True Type Fonts are not recommended). A color proof must be provided.

### **Rates:**

One Month	\$500 per month
Three Months	\$425 per month
Six Months	\$375 per month
Twelve Months	\$325 per month