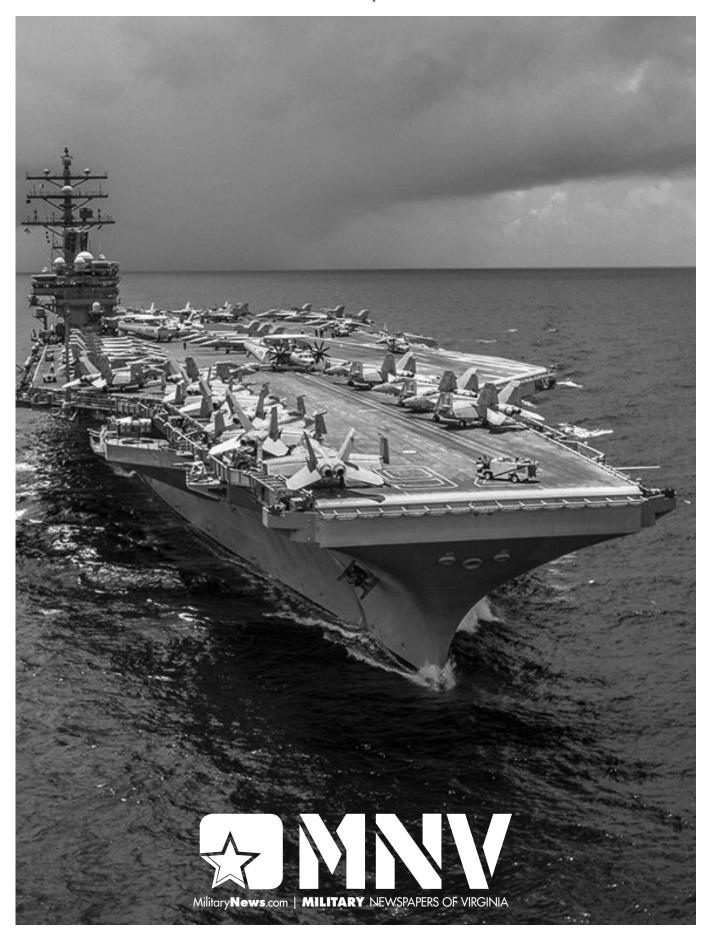
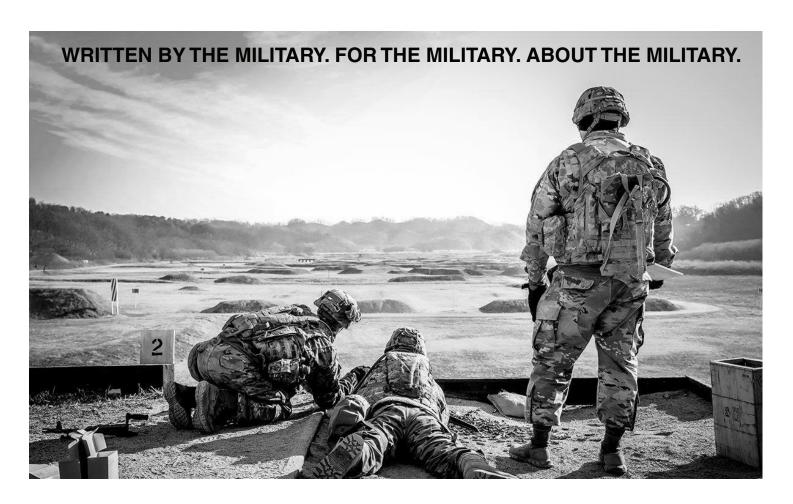
FLAGSHIP NEWSPAPER | MILITARYNEWS.COM



2021 MEDIA KIT



ABOUT THE FLAGSHIP

Virginia Media is the proud publisher of the official Navy newspaper for Hampton Roads. As the trusted partner of the active military community, we are the authorized publisher of the on-base newspaper, *The Flagship*, and MilitaryNews.com.

A recession-proof consumer market, the military provides nearly a third of ALL local jobs in Hampton Roads.

AUDIENCE & MILITARY STATS FOR HAMPTON ROADS

59.6%

Active Duty Military Household Reading Flagship

31.9%
Percentage of military

households

52%

Female Readership of Flagship

64.2%Own Their Home

52

Average age of the Flagship Reader

33%

Retired military in Hampton Roads

Source: Scarborough R2 2020 Norfolk DMA







DISTRIBUTION & CIRCULATION



an pilots an F/A-18E Super Hornet attached to the Gladiators of Strike Fighter Squadron (VFA) 106, as it lands aboard USS Gerald R. Ford's (CVN 78) flight of the dearlier qualifications on six classes of aircraft carriers. Ford is underway in the Atlantic Ocean conducting carrier qualifications.

ATLANTIC OCEAN

On Nov. 14, 1910 the U.S. Navy be launched an airplane from a ship for the tir first time, less than six months later on feathers. It is not that the later of the later of

IN THIS ISSUE ID LAB MISSION ACCOMPLISHMENT

In the Alexance the hackbone of the Navy's U.S. Asy. J. could sacrify launch and cover airplanes not only at airports our national security.

Capt. Cassidy "Budley" Norman, has been part of the legacy of Naval Aviation for nearly 30 years, and is one of few naval aviators who have experienced its transformation first-hand.

I was anxious when I few specified the dependence of the specified to the USS John F. Kennedy 2.5 years ago, but after my first almost a clarifications of the standard aviation of the standard and the standa



Norfolk Naval Shipyard welcomes new journeymen in their first-ever drive-thru apprentice graduation

Friends and family gathered Nov. 6 at cott Center Annex to celebrate the

achievements of the graduates of the Nor-folk Naval Shipyard (NNSY) Apprentice Program. With concerns to the COVID-19 environment, the ceremony was held

From launching jets to launching careers

Once a month the newest members, ivilian and military, of Commander, it degion Mid-Atlantic (CNRMA) take in Command Indoctrination (INDOC to the command. Some of the most impor-tant items a new employee will ever receive during their time at CNRMA is on those

departments and still manages to welcome new employees into the CNRMA family. ABEI it coming up on his 20-year mark in the Nay, If anyone knows how challenging this command. "This is my first out of rate as-signment," said Lovet Ratledge, He said that he spent the majority of his career signment, which was the said that he spent the majority of his care making sureje six were ready for take and coordinating with maintenance teams on the decks of aircraft carriers. CNRMA will be his last duty station, a shore stopf that has been supported to the control of the control of the properties. The control of the control of the control of the control of the this properties. The control of the this properties. The control of the control control of the control of the control of the control of control of the control brought new challenges and an opportunity

brought new challenges and the for personal growth.

The Workforce Development and Training Office works with 14 installations and has over 9,000 personnel attached to the CNRMA area of responsibility. They offer leadership training for military and civilian personnel and track the yearly requirements that all personnel must complete-such as a second active Shootet train Cyber Awareness and Active Shoote Cyber Awareness and Active Shooter train-ing. "When I first came to CNRMA, there was no Training Officer guiding the way," said Zane. So he led the charge for the region, tracking training completions and running status reports. Six months later, his new boss Lt. Chukwuloria (Nobiy joined the team as the Training Officer and was im-

» See CAREERS | A7 **NNSY** says



facebook

USS Albany con-ducts change of command

The Los Angeles-class attack submarine USS Albany (SSN 753) conducted a change of command at Naval Station Norfolk, Oct. 30.

yardsaidfairwinds andfollowingseasto CommanderCapt.

Norfolk Naval Ship-

THE FLAGSHIP'S FREE HOME DELIVERY South Hampton Roads: Get the convenience of your Navy new spaper delivered right to your door for free and the space of the convenience of your Navy new spaper delivered right to your door for free and the space of the convenience of your Navy new spaper delivered right to your door for free and the space of the convenience of your Navy new spaper delivered right to your door for free and the space of the convenience of your Navy new spaper delivered right to your door for free and the space of the spa



The lagship

Authorized newspaper for Navy Region Mid-Atlantic

- Distributed every Thursday to Hampton Roads Naval and Coast Guard installations as well as all Marine units stationed in the area
- Delivered to all Navy housing and piers
- Delivered to 500+ off-base locations & high traffic areas
- Available free to all active duty and civilian personnel, retirees and their families

CIRCULATION:

35,000 weekly - 50x/yr

BROADSHEET:

6 col (10" x 21")

WEBSITE:

FlagshipNews.com





FLAGSHIP REACH



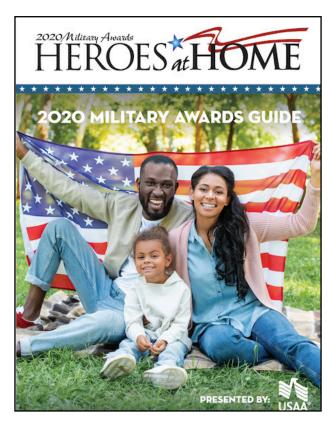
- Hampton Roads is home to nice major military installations employing approximately 78,000 active-duty and reserve personnel and over 40,000 civilians
- All five branches of the military have a presence here (US Navy, US Army, US Air Force, US Coast Guard and USMC)
- Additionally, headquarters Supreme Allied Commander Transformation (HQ SACT), located in Norfolk, is the only NATO command in North America
- Over 200,000 retirees and veterans call Hampton Roads home





SPECIAL SECTIONS & SPONSORSHIPS





Still Serving »

Still Serving is a recognition program that celebrates the service and achievements of our military retirees and veterans who have served our country and are still serving their civilian and military communities through their work, philanthropic and volunteer efforts. Nominations were submitted online and a panel of judges reviewed the nominations and selected the honorees. These individuals were highlighted in the Still Serving special content in the local military newspaper, The Flagship and recognized during a virtual event on Veterans Day.

Heroes at Home: Military Spouse Awards »

Founded by The Flagship Inc. in Norfolk, Virginia in 2005 Heroes at Home is a highly regarded, regional recognition event where military and civilians come together to honor all military nominated spouses. The Heroes at Home Military Spouse Appreciation and Awards recognizes spouses from all ranks and branches for their strength, sacrifices, volunteerism, and support for the military community. During the pandemic, we virtually recognized these deserving Heroes at Home in three areas – Hampton Roads, Northern VA and Jacksonville, FL.

DEADLINE

PUBLICATION DAY	1	AD SCHEDULING & MATERIAL DEADLINE	
Thursday	The Flagship	Tuesday, 4 p.m.	Tuesday, 1 p.m.





2021 SPECIAL OPPORTUNITIES





Post-It Ad

POST-IT NOTE FRONT COVER STICKER ADVERTISING

3x3 inch glossy sticker ad. LIMITED AVAILABILITY. Price Includes printing cost.

PRODUCT DIMENSIONS OF	EN
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FLAGSHIP 35,000 on/off base distribution

1 Sided/Full Color 3" x 3" \$60/CPM 3" x 3" 2 Sided/Black & White* \$64/CPM

ADDITIONAL \$4/CPM FOR DIE CUT DESIGNS, MINIMUM QUANTITY OF 10,000

*Back of post-it printed in black. Back design must cover no more than 85% of the sticker. Discounts apply to post-its ordered at the same time.

CREATIVE FEES: Add \$25 for new build. Add \$10 for pick up ads with change.

AD REQUIREMENTS:

File type: PDF format ONLY

Color ads: CMYK

Resolution: 200dpi for newsprint; 300 dpi for glossy

- Maximum Ink Density: 240% (On the darkest area of the ad, add up the percentages of CMYK used for your total ink density)
- Black ink: On newsprint, all blacks must be on the black plate ONLY. Please do not create a process black. Due to the printing process, registration problems may occur causing unfavorable results.
- Fonts: All fonts must be embedded or converted to outlines. We cannot download vour fonts.

DISCOUNTS & PAYMENTS:

- Prepayment is required until credit is approved. Upon credit approval accounts may be invoiced.
- All amounts are billed net to publisher and are due within 15 days.
- Contract discounts will be given on signed orders and are not retroactive. A short rate will be applied to all accounts not fulfilling contract terms.
- Space ordered and not used or canceled after deadline will be billed 25% of the cost of the space ordered.
- Agency Discount: 15% agency commission to recognized agencies. (No contract discounts apply)
- To calculate price, first add premium charge (if applicable) then contract discount, and finally, combination discount. Add color rate after all discounts have been applied.
- Non-Profit Discount: 15% (No contract discounts apply)







2021 ADVERTISING RATES



NATIONAL RATES

SIZE	FLAGSHIP SPECS	OPEN	13x	26x	50x
Full Page	10" x 21"	\$4,547	\$4,093	\$3,865	\$3,410
1/2 Page	H 10" x 10.5" V 4.915" x 21"	\$2,221	\$1,999	\$1888	\$1,666
1/4 Page	4.915" x 10.5"	\$1,110	\$999	\$944	\$832
1/8 Page	4.915" x 5.25"	\$635	\$571	\$539	\$476

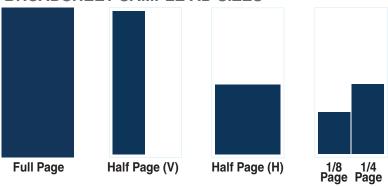
RETAIL RATES

SIZE	FLAGSHIP SPECS	OPEN	13x	26x	50x
Full Page	10" x 21"	\$2,645	\$2,381	\$2,248	\$1,984
1/2 Page	H 10" x 10.5" V 4.915" x 21"	\$1,300	\$1,170	\$1,105	\$975
1/4 Page	4.915" x 10.5"	\$646	\$581	\$549	\$485
1/8 Page	4.915" x 5.25"	\$369	\$332	\$314	

GUARANTEED PREMIUM				
	FLAGSHIP			
Back Page	30%			
Inside Back Page	15%			
Inside Front Page	15%			
Double Truck (2xFP)	100%			

PRE-PRINTED INSERT RATES PER 1,000 (net)					
	OPEN	13x	26x	50x	
Card	\$44	\$41	\$40	\$36	
4-8 Tab	\$47	\$44	\$43	\$39	
12-16 Tab	\$50	\$47	\$46	\$42	
20-24 Tab	\$52	\$49	\$48	\$43	
28-32 Tab	\$56	\$52	\$51	\$45	
36-40 Tab	\$59	\$55	\$54	\$49	

BROADSHEET SAMPLE AD SIZES



CREATIVE FEES:Add \$25 for new build. Add \$10 for pick up ads with change.

DISCOUNTS & FEES

Contract discounts for 13, 26 and 50 week runs. Discounts reflected above.

1 color = add 15% to rate, 2 or more colors = add 25%

The digitalized copy of your full-run or part-run ad on PilotOnline.com is in addition to the print ad for a \$25 fee and can be viewed for 30 days.

An additional \$25 will be applied to all display ads enhancing your search visibility by creating a digital version of your ad and optimizing it to be found on search engines, across all digital platforms. Each ad will be maintained on the militarynews.com site for 30 days.



