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2022 MEDIA KIT

WRITTEN BY THE MILITARY. FOR THE MILITARY. ABOUT THE MILITARY.



## 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

**83,684**  
Readers in  
the past six months

**51%**  
Male Readership  
of Flagship

**51**  
Average age of the  
Flagship Reader

**54%**  
Percentage of  
military households

**66%**  
Own Their Home

**30%**  
Retired military in  
Hampton Roads

Source: Scarborough R2 2021 Norfolk DMA



# DISTRIBUTION & CIRCULATION

## The Flagship



### IN THIS ISSUE

**ID LAB MISSION ACCOMPLISHMENT DURING COVID-19**  
Five Sailors working out of the photo identification lab at Naval Weapons Station Yorktown not only met the demand, but exceeded expectations.

» See A7

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11.12.2020\_11.18.2020

## NAVY CAPTAIN LANDS ABOARD 6 CLASSES OF AIRCRAFT CARRIERS



Capt. Cassidy Norman pilots an F/A-18E Super Hornet attached to the Gladiators of Strike Fighter Squadron (VFA) 196, as it lands aboard USS Gerald R. Ford's (CVN 78) flight deck, Oct. 31, 2020. Norman has conducted carrier qualifications on six classes of aircraft carriers. Ford is underway in the Atlantic Ocean conducting carrier qualifications.

From USS Gerald R. Ford Public Affairs

### ATLANTIC OCEAN

On Nov. 14, 1910 the U.S. Navy launched an airplane from a ship for the first time, less than six months later on Jan. 18, 1911 Eugene B. Ely landed on the USS Pennsylvania, completing the first successful landing on a stationary warship; it would be nearly six years from that date before someone landed a plane on a moving ship at sea.

These milestones can be said to be the true start of Naval Aviation, which

has become the backbone of the Navy's maritime superiority and invaluable to our national security.

Capt. Cassidy "Dudley" 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 flew a jet aircraft out to the USS John F. Kennedy 25 years ago, but after my first landing I was very happy because I had demonstrated the operational capability that sets apart naval aviation," said Norman. "As part of a powerful and respected

U.S. Navy, I could safely launch and recover airplanes not only at airports on land, but also on aircraft carriers at sea that operate all over the world."

In the 109 years of Naval Aviation much advancement has been made to both aircraft and the aircraft carriers that launch and recover them. Most aircraft carriers today rely on a steam catapult system operating on the release of pressure to launch aircraft. Aboard the Navy's newest class of aircraft carrier USS Gerald R. Ford (CVN 78) steam catapults have been upgraded with an electromagnetic catapult

launch system (EMALS), the newest catapult system in the fleet.

Norman has witnessed not only the evolution of Naval Aviation but also the evolution of aircraft carriers. On Oct. 31, he completed carrier qualifications on Ford, making her the sixth class of supercarrier he's flown on to include Forrestal class, USS Independence (CV 62); Kitty Hawk class, USS Kitty Hawk (CV 63); Kennedy class, USS Kennedy (CV 67); Enterprise class, USS Enterprise (CVN 65); multiple Nimitz-class

» See AIRCRAFT | A7



Shop 57 Insulator Evan Webb was the Norfolk Naval Shipyard Apprentice Program Class of 2020 valedictorian, noting he and his fellow apprentices would not be where they were today without the support of their families, friends, and their fellow employees at America Shipyard.

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

By Kristi Britt  
Norfolk Naval Shipyard Public Affairs

### PORTSMOUTH

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

achievements of the graduates of the Norfolk Naval Shipyard (NNSY) Apprentice Program. With concerns to the COVID-19 environment, the ceremony was held

» See GRAD | A7

## From launching jets to launching careers

By Stefanie Lamay  
Navy Region Mid-Atlantic Public Affairs

### NORFOLK

Once a month the newest members, both civilian and military, of Commander, Navy Region Mid-Atlantic (CNRMA) take part in Command Indoctrination (INDOC), an invitation from the Workforce Development and Training office. They review dozens of slides with pertinent information to the command. Some of the most important items a new employee will ever receive during their time at CNRMA is on those presentation slides—the contact information for all the programs that make up the Region.

At the front of the room, often off to the side of the presentation, and always at the ready, is Aviation Boatswain's Mate (Launching and Recovery Equipment) 1st Class (ABE1) Zane Lovett-Ratlidge. During INDOC, ABE1 is tasked with presenting corporate culture materials from eight

departments and still manages to welcome new employees into the CNRMA family. ABE1 is coming up on his 20-year mark in the Navy. If anyone knows how challenging a new assignment can be, it's him at this command. "This is my first out of rate assignment," said Lovett-Ratlidge. He said that he spent the majority of his career making sure jets were ready for take-off and coordinating with maintenance teams on the decks of aircraft carriers. CNRMA will be his last duty station, a shore stop that has brought new challenges and an opportunity 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 Cyber Awareness and Active Shooter training. "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. Chukwulozia Okobi joined the team as the Training Officer and was im-

» See CAREERS | A7

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## Kearsarge announces Sailor of the Quarter

Electronics Technician 2nd Class Jennifer McAdams, assigned to USS Kearsarge (LHD 3), is fulfilling her goals.

» See A4



## USS Albany conducts change of command

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

» See A5

## NNSY says farewell to Capt. Daniel Rossler

Norfolk Naval Shipyard said fairwinds and following seato Commander Capt. Daniel Rossler.

» See A2

## THE FLAGSHIP'S FREE HOME DELIVERY

South Hampton Roads: Get the convenience of your Navy newspaper delivered right to your door for free!

Sign up today! Call 222-3900

## The Flagship

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



## 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	PUBLICATION	AD SCHEDULING & MATERIAL DEADLINE	AD SUBMISSION DEADLINE
Thursday	<i>The Flagship</i>	Tuesday, 4 p.m.	Tuesday, 1 p.m.

# 2022 SPECIAL OPPORTUNITIES

The Flagship®



## Post-It Ad

### POST-IT NOTE

#### FRONT COVER STICKER ADVERTISING

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

PRODUCT	DIMENSIONS	OPEN
<i>FLAGSHIP</i> 35,000 on/off base distribution 1 Sided/Full Color	3" x 3"	\$80/CPM

#### ADDITIONAL \$4/CPM FOR DIE CUT DESIGNS.

Discounts apply to post-its ordered at the same time.

### 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 your 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 contract 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)



# 2022 ADVERTISING RATES



## RETAIL RATES

FLAGSHIP (THUR)	OPEN	\$2,000 \$19,999	\$20,000 - \$49,999	\$50,000 - \$99,999	\$100,000 - \$199,999	\$200,000 - \$399,999
Full-page (6 col) 10"x21"	\$3,300	\$3,100	\$2,900	\$2,700	\$2,500	\$2,300
Half Page V (3 col) 4.915" x 21" or H (6 col) 10 x 10.5"	\$1,700	\$1,600	\$1,500	\$1,400	\$1,300	\$1,200
1/4 page V (3 col) 4.915"x10.5" or H (6 col) 10"x5.25"	\$850	\$800	\$750	\$700	\$650	\$600
1/8 page (3 col) 4.915"x5.25"	\$650	\$600	\$550	\$500	\$450	\$400
Back Page gtd position (6 col) 10" x 21"	\$4,500	\$4,200	\$3,900	\$3,600	\$3,300	\$3,000

- Color included unless otherwise stated
- Non-profits receive the \$200k rates

PRE-PRINTED INSERT RATES PER 1,000 (net)	
	OPEN
Card	\$44
4-8 Tab	\$47
12-16 Tab	\$50
20-24 Tab	\$52
28-32 Tab	\$56
36-40 Tab	\$59

- Rates are not agency commissionable
- 15% discount for 26x frequency commitment

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

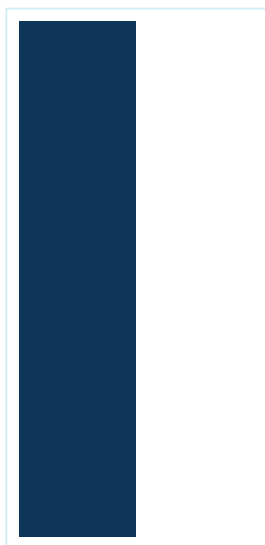
The digitalized copy of your full-run or part-run ad on PilotOnline.com is in addition to the print ad for a \$25 fee and can be viewed for 30 days.

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.

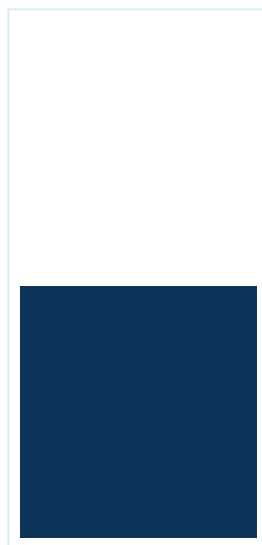
## BROADSHEET SAMPLE AD SIZES



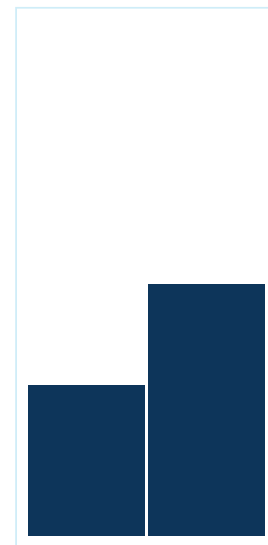
Full Page



Half Page (V)



Half Page (H)



1/8

1/4

Page Page

