

ARMED FORCES

Comptroller

The Journal of the American Society of Military Comptrollers

American Society of Military Comptrollers
Media Information &
Advertising Rates



ABOUT ASMC



American Society of Military Comptrollers (ASMC) is a professional, non-profit, educational society serving the men and women engaged in the field of financial and resource management in the Department of

Defense and the United States Coast Guard. It is for all persons, military and civilian, who are involved in the overall field of military comptrollership. Military comptrollership is defined as the profession of comptrollership in the Department of Defense and the Coast Guard, to include the fields of financial, general, and resource management; accounting; finance, budgeting; programming; reporting; statistics; auditing; cost and price analysis; management analysis; and supporting activities in management/industrial engineering; automatic data processing; operations research/systems analysis and other such fields as the National Council may designate.

Mission Statement

To provide professional development and promote ethical behavior in all aspects of Military comptrollership.

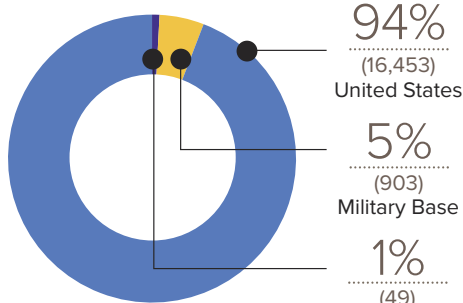
The *Armed Forces Comptroller* was first published in 1956 and is the Society's primary means of sharing professional information. Articles are received from a variety of sources, including academia, government, and the membership at large. Each issue of the *Armed Forces Comptroller* is available to all members of ASMC, as well as Universities and libraries around the world.



MEMBERSHIP BY GRADE/RANK

CIV	1093	GS03	3	O1	72	SES2	16	YA-02	75
E1	1	GS04	9	O10	1	SES3	10	YA-03	38
E2	5	GS05	93	O2	99	SES4	5	YB-01	1
E3	39	GS06	129	O3	429	SES5	3	YB-03	1
E4	64	GS07	357	O4	503	SES6	7	YC-01	3
E5	156	GS08	39	O5	453	UA12	1	YC-02	24
E6	217	GS09	716	O6	281	UA13	2	YC-03	23
E7	279	GS10	26	O7	22	W1	3		
E8	140	GS11	1596	O8	10	W2	19		
E9	97	GS12	3228	O9	9	W3	11		
GM13	16	GS13	2829	Other	808	W4	9		
GM14	13	GS14	1611	RET	293	W5	7		
GM15	44	GS15	894	SES	177	YA-01	13		

MEMBERSHIP BY LOCATION

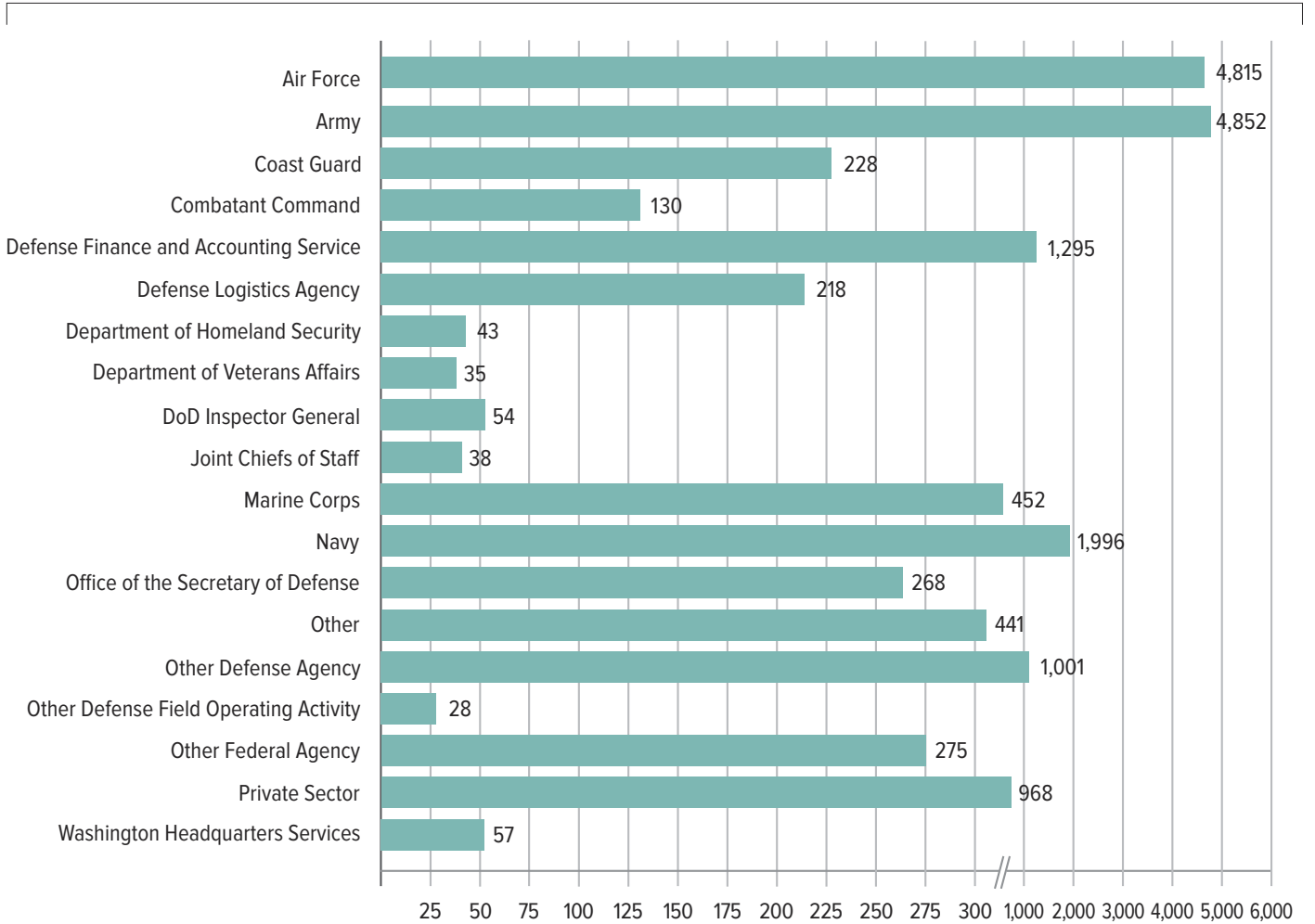


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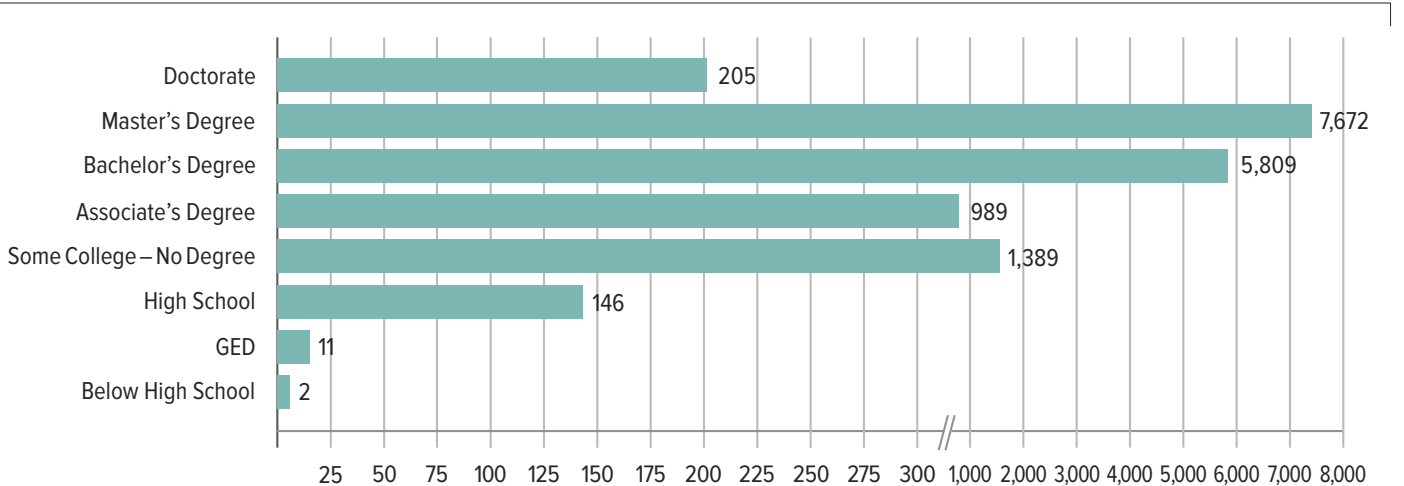
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AFC READERSHIP

MEMBERSHIP BY SERVICE



MEMBERSHIP BY EDUCATION



SPECIFICATIONS

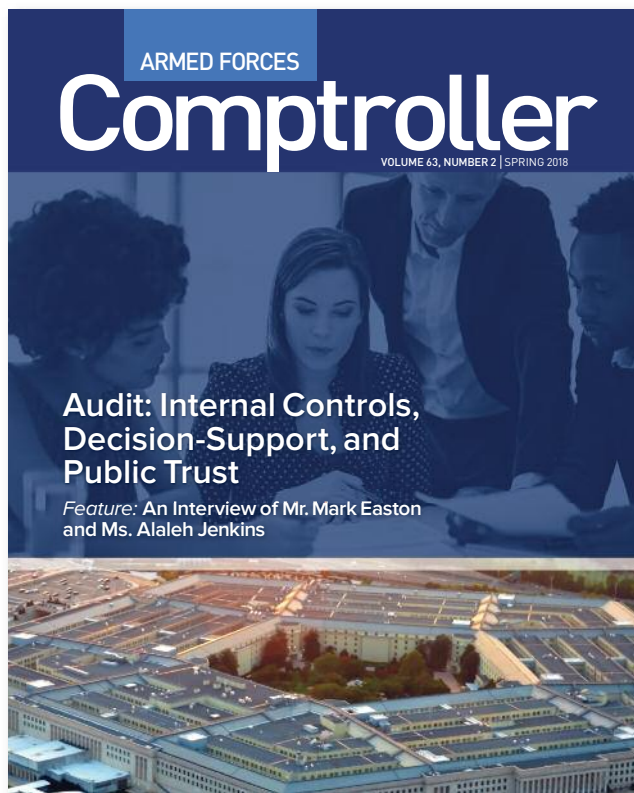
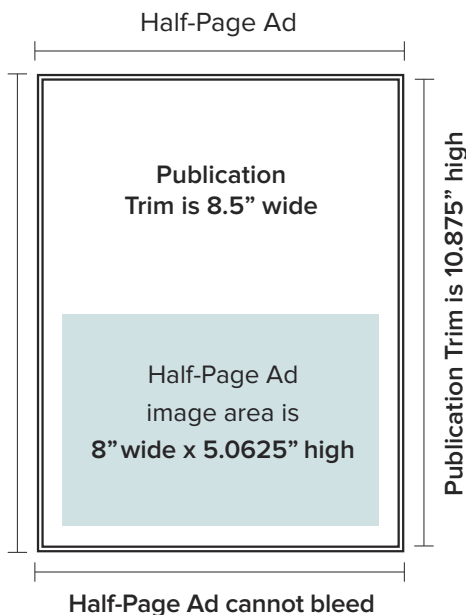
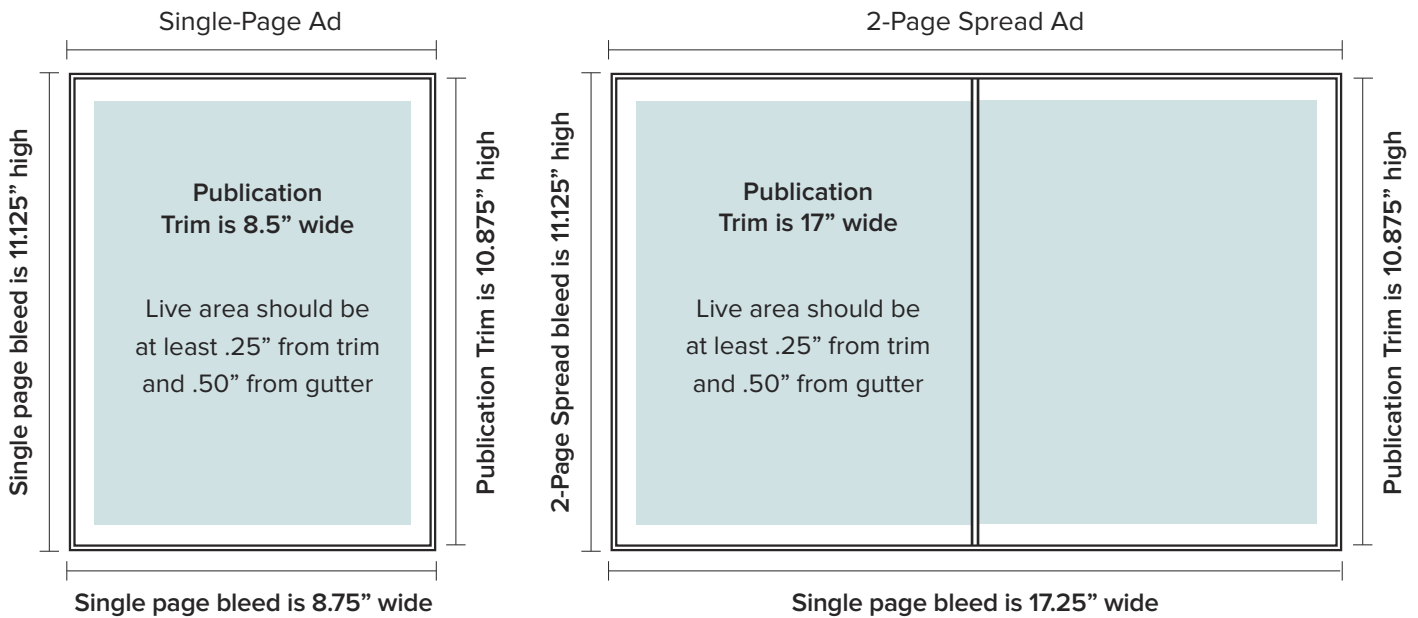
Armed Forces Comptroller Advertisements

The *Armed Forces Comptroller (AFC)*, ASMC's quarterly journal, is delivered to over 17,000 members and universities and institutions around the globe. The journal is available in both print and digital. All ads placed in the AFC are reflected in both versions of the journal.

For questions about advertising in the AFC, please contact Melissa Blacketer at blacketer@asmconline.org.

General Guidelines

- All Ads must be submitted as 4 color process (CMYK only, no spot colors)
- All ad files must be supplied in PDF/X-1a (press-optimized) format. No native files.
- Include crop marks.
- Minimum resolution of 300 dpi
- Files can be emailed as stuffed or zipped files to blacketer@asmconline.org.



TERMS AND CONDITIONS

- Terms net 30 days. No commission is honored if full payment is not received within 30 days.
- All advertising is subject to publisher’s approval. The magazine reserves the right to reject advertising not in keeping with the publication’s standards, as determined by the publisher.
- Positioning of advertisements is done at the discretion of the publisher, except where a preferred position has been approved by the publisher at premium rates.
- No cancellations after the space reservation deadline date. Cancellations accepted upon written notice, if said notice is received prior to space reservation deadline date.
- Earned rates available, but may be applied only at the point of the rate break. Retroactive discounts not allowed on earned rates. Frequency discounts available only on advertising contracted within a 12-month period.
- Advertisers will be short-rated if, within a 12-month period, they do not fulfill the number of insertions upon which billings have been based. Split run not available.
- All advertising not clearly distinguishable from editorial must be labeled as “advertisement.”
- Publisher assumes no liability for errors in the advertiser’s index or in the actual advertisement.
- Publisher shall be under no liability for its failure, for any cause, to insert an advertisement.
- Advertiser and advertising agency agree to indemnify, defend and save harmless publisher from and against any claims for design, patent or copyright infringement, libel, violation of right of privacy, plagiarism, and any other suits based on contents of subject matter or graphic appearance of said advertisements.
- Publisher reserves the right to hold advertiser and/or agency liable for such monies as are due and payable to the publisher.
- No conditions, printed or otherwise, appearing on the advertising contract, billing instructions or copy instructions that conflict with the publisher’s stated policies will be binding on the publisher.
- The publisher does not guarantee any given level of circulation or readership for an advertisement.
- No contract is valid unless signed by a representative of the advertiser and the Armed Forces Comptroller representative. Advertiser or authorized agency must forward all materials to ASMC in accordance with deadline schedule and current rate card. Payments should be made to American Society of Military Comptrollers and mailed to the address on the advertising contract form. In signing, the advertiser/agency agrees to abide by contract regulations as stated in the current media kit.
- Cover advertisements must be 4-color.

DEADLINES AND MAIL DATES

Issue	Space Reservation	Materials Due	Issue Mails
Spring 2021	February 10, 2021	March 2, 2021	April 5, 2021
Summer 2021	June 1, 2021	June 22, 2021	August 9, 2021
Fall 2021	August 10, 2021	September 6, 2021	October 5, 2021
Winter 2022	November 8, 2021	December 7, 2021	January 10, 2022
Spring 2022	February 7, 2022	February 25, 2022	April 4, 2022
Summer 2022	June 6, 2022	June 23, 2022	August 8, 2022
Fall 2022	August 9, 2022	August 31, 2022	October 2, 2022
Winter 2023	November 7, 2022	December 5, 2022	January 10, 2023
Spring 2023	February 6, 2023	February 28, 2023	April 3, 2023

ADVERTISING CONTRACT

American Society of Military Comptrollers
 ATTN: Armed Forces Comptroller
 415 North Alfred Street, Alexandria, VA 22314
 Phone: **703-549-0360**
 Fax: **703-549-3181**
 Email: blacketer@asmconline.org



Advertiser/Advertising Agency: _____

ASMC Corporate Member Number: _____

Address: _____

City, State, Zip: _____

Contact Person: _____ Tel: _____

Email Address: _____ Fax: _____

Ad Size	1x	2x	4x
Full Page	\$2900	\$2750	\$2500
Half Page	\$2200	\$2100	\$1900
Full Spread	\$4700	\$4450	\$4000
Center Spread	\$4800	\$4600	\$4200
Cover 2 or 3	\$3200	\$3050	\$2800
Cover 4	\$3500	\$3300	\$3100

Issue	Size	Position	Fee
Spring 2021			
Summer 2021			
Fall 2021			
Winter 2022			
Spring 2022			
Summer 2022			
Fall 2022			
Winter 2023			
Spring 2023			

Advertiser of authorized agency must forward all materials to ASMC in accordance with deadline schedule and current rate card. Payments should be made to the American Society of Military Comptrollers and mailed to the above address. In signing, the advertiser/agency agrees to abide by contract regulations as stated in the ASMC media kit.

 Advertiser Signature Title Company Date

 Armed Forces Comptroller Representative Date