

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.*

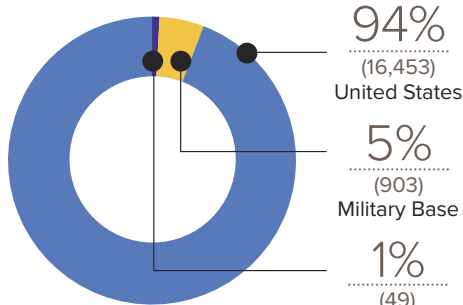
The *Armed Forces Comptroller* was first published in 1956 and is the Society's primary means of sharing professional information. Articles are received from a variety of sources, including academia, government, and the membership at large. Each issue of the *Armed Forces Comptroller* is available to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

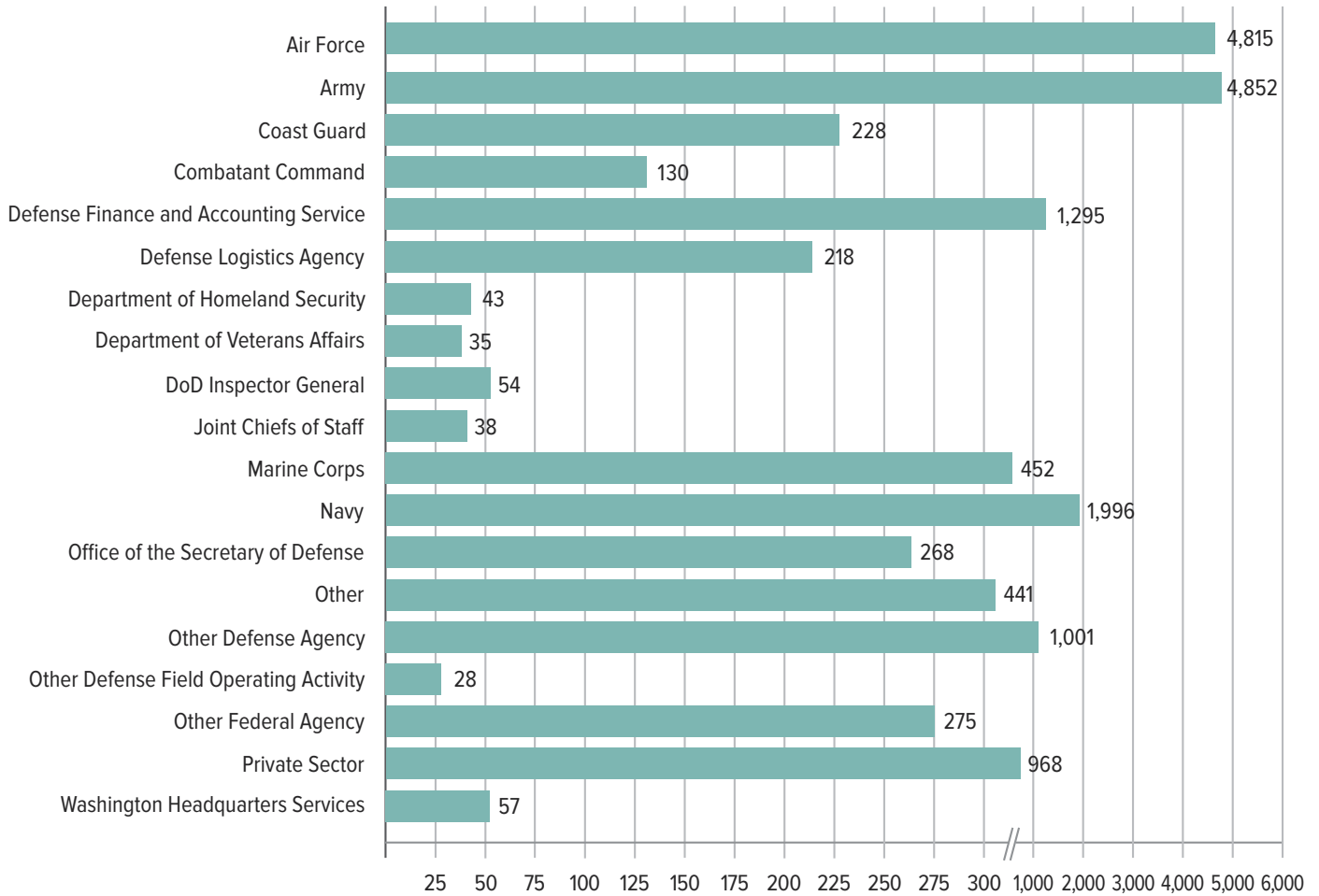
### MEMBERSHIP BY LOCATION



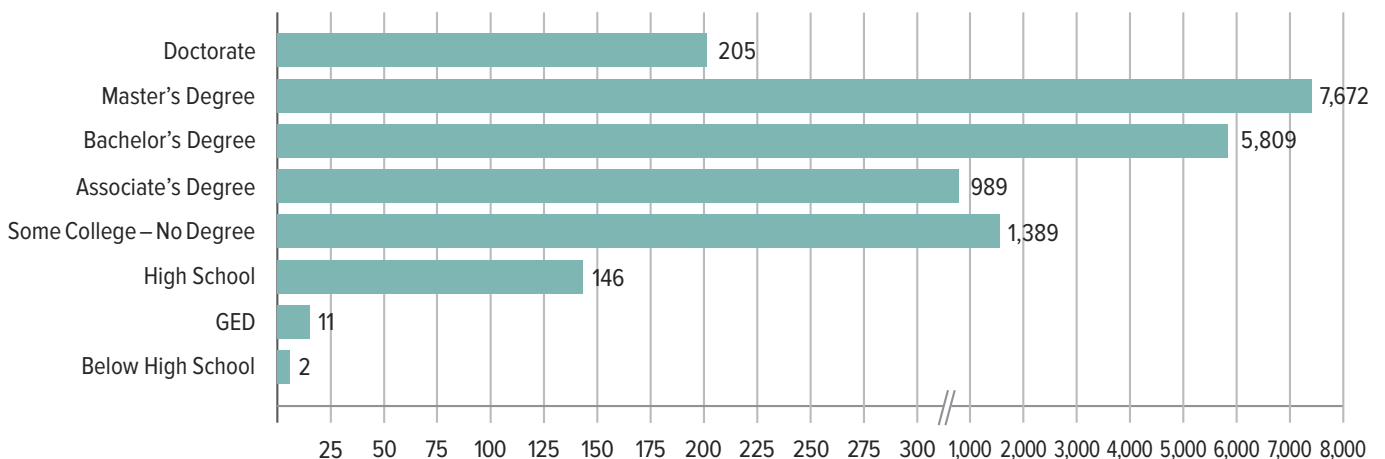
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## AFC READERSHIP

### MEMBERSHIP BY SERVICE



### MEMBERSHIP BY EDUCATION



# SPECIFICATIONS

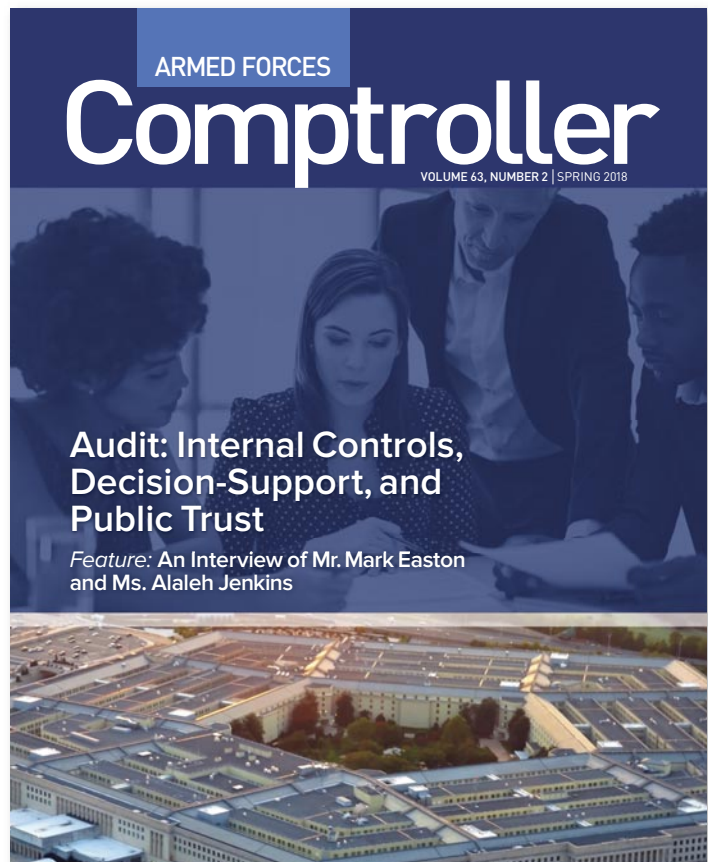
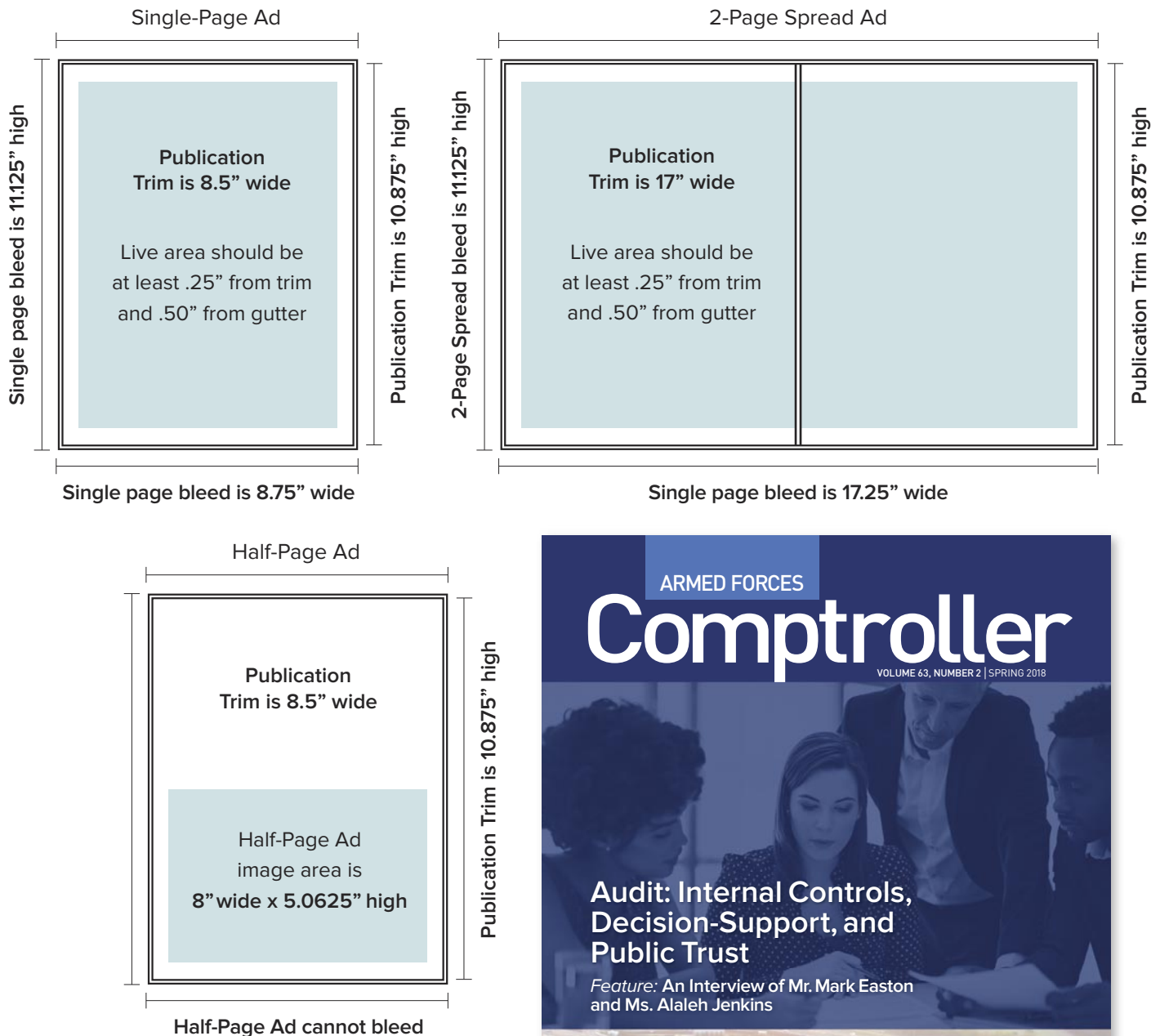
## Armed Forces Comptroller Advertisements

The *Armed Forces Comptroller (AFC)*, ASMC's quarterly journal, is delivered to over 14,000 members and institutions around the globe. All ads placed in the AFC are reflected in the printed and electronic formats of the journal.

For questions about advertising in the AFC, please contact **Sandy Applebee** at [applebee@asmconline.org](mailto:applebee@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 [applebee@asmconline.org](mailto:applebee@asmconline.org).





# 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: [applebee@asmconline.org](mailto:applebee@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
Summer 2023			
Fall 2023			
Winter 2023			
Spring 2024			
Summer 2024			
Fall 2024			
Winter 2024			
Spring 2025			
Summer 2025			
Fall 2025			
Winter 2025			

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 \_\_\_\_\_

## 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
Summer 2023	May 26, 2023	June 16, 2023	August 8, 2023
Fall 2023	August 25, 2023	September 15, 2023	October 25, 2023
Winter 2024	November 17, 2023	December 8, 2023	January 26, 2024
Spring 2024	January 26, 2024	February 16, 2024	April 3, 2024
Fall 2024	August 23, 2024	September 13, 2024	October 30, 2024
Winter 2024	November 13, 2024	December 11, 2024	January 28, 2024