

SERVICE CONTRACTOR MAGAZINE

2019 Advertising Information Kit

PSC



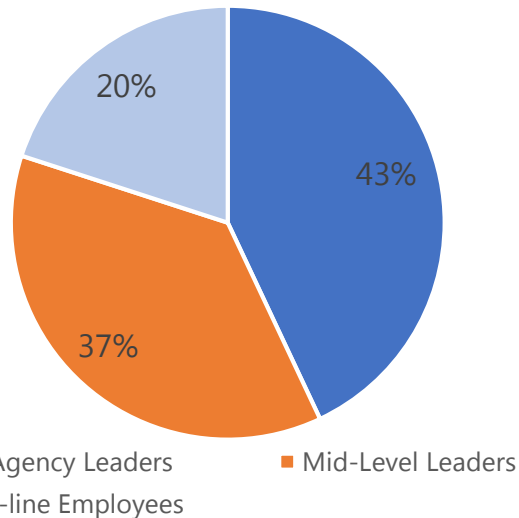
SERVICE CONTRACTOR MAGAZINE ADVERTISING KIT

Overview & Distribution

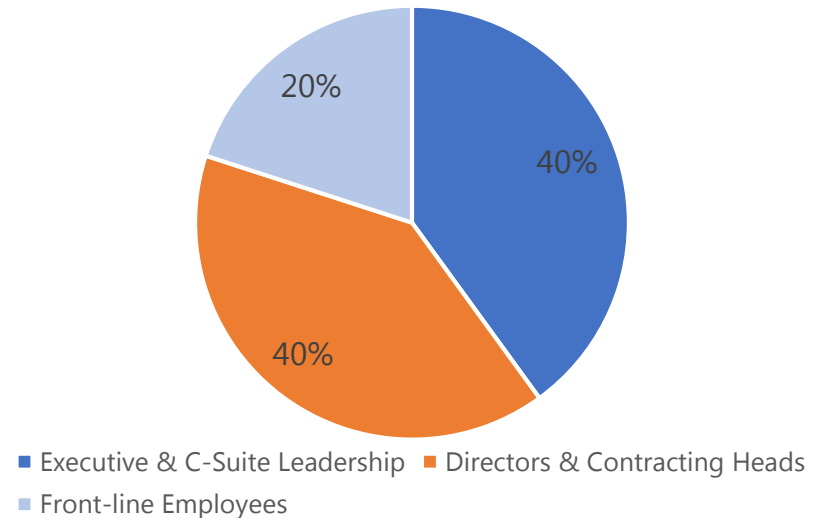
No magazine tailors its distribution to the GovTech and professional services sector like *Service Contractor* does. The magazine focuses on industry news, key issues in acquisition regulation and legislation, legal trends, and more. We mail copies to the most influential executives in every PSC member company and to a hand-curated list of the decision makers on the Hill and in the agencies. Then we distribute digitally to the thousands of contacts in PSC's database, through pscouncil.org in an attractive online reader, and through digital downloads. You'll log 10,000+ impressions each issue through our digital campaigns alone. You won't find a better mailing list anywhere if you want to reach the true players in your target markets.



Federal Agency Mailing



PSC Membership Mailing Breakdown



Distribution Channels

- All **400+** PSC member companies
- Over **10,000** online impressions per issue
- Distributed at all meeting and events
- Trade and industry press distribution
- Key federal agency officials
- Key congressional member offices
- Key congressional committees and subcommittees

AD SPECIFICATIONS & RATES



FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH OF A PAGE
8.5" wide x 11" tall (1/8 inch bleed each side)	7.5" wide x 5" tall	3.583" wide x 4.833" tall	3.5 wide x 2" tall

ART SUBMISSION GUIDELINES

Media

- Electronic files submitted by e-mail to stevens@pscouncil.org

High-end file formats required:

- 300 dpi for photos
- Vector art for logos is preferred. Fonts must be converted to outline. (Photos from the web are not acceptable unless they are labeled as high resolution from an image gallery.)

File formats:

- Adobe PDF (submitted as high resolution, flattened CMYK) or EPS

Other Instructions

- All elements must be placed at 100 percent size
- Must include crop marks
- Embed all fonts, images/scans, logos/artwork

Please contact us for special sizing or customized placements

2019 Member Ad Rates

Dimensions	Single Issue	Four Issues
Full Page	\$2,200	\$7,920
½ Page	\$1,600	\$5,760
¼ Page	\$1,050	\$3,780
1/8 page	\$700	\$2,520

2019 Non-Member Ad Rates

Dimensions	Single Issue	Four Issues
Full Page	\$3,300	\$11,800
½ Page	\$2,300	\$8,280
¼ Page	\$1,575	\$5,670
1/8 page	\$900	\$3,240

2019 Member Ad Rates Premium Placement of Full Page Ads		
Ad Placement	Single Issue	Four Issues
Back Cover *	\$3,450	\$12,420
Specific Page	\$3,250	\$11,700
Inside Front Cover	\$2,875	\$10,350
Inside Back Cover	\$2,760	\$9,940

2019 Non-Member Ad Rates Premium Placement of Full Page Ads		
Ad Placement	Single Issue	Four Issues
Back Cover *	\$5,000	\$18,000
Specific Page	\$4,750	\$17,000
Inside Front Cover	\$4,500	\$16,200
Inside Back Cover	\$4,400	\$15,840

* Back cover dimensions: 8.5" wide x 8" tall to accommodate mailing panel across the top of the back cover, no bleeds on top margin please.

EDITORIAL & PRINT CALENDAR

2019 Deadlines for Submissions

ISSUE	Spring – April	Summer – July	Fall – October	Winter - December
DEADLINE	March 16	June 5	Aug. 13	Nov. 16

IN EVERY ISSUE

President’s Corner: PSC’s President & CEO David Berteau starts with background and commentary on the issue theme.

The Sounding Board: Members of the PSC Board of Directors give their expert view of pressing topics facing our industry.

Policy Spotlight: The PSC policy team dives deep into the specifics of the hottest recent policy news.

Bill on the Hill: Stay up to date with the latest legislative updates from our Government Relations team.

Bill Tracker: Our bill tracker provides a summary of the status and impact of every important legislative development coming from the Hill.

Member News: Member News features new hires, company sales and acquisitions, special awards, and any general news from your company, excluding contract awards.

Event Happenings: See photos from PSC conferences, events with top government officials and agency leaders, and our advocacy work on the Hill.

Working for You: PSC’s value is in the advocacy we offer on behalf of federal contractors. Learn more on how we are constantly working for you.

CONTACT & PAYMENT INFORMATION

For all advertisement orders and questions, contact Ashlei Stevens, Director of Media Relations:

stevens@pscouncil.org

703-875-8974

All payments due with ad submission. Please make check payable to Professional Services Council and mail to:

Robert Piening, Director of Finance
Professional Services Council
4401 Wilson Blvd., Suite 1110
Arlington, VA 22203

Advertising Policy: Any advertising appearing in this magazine cannot be construed as an endorsement by PSC of its member companies. The publisher reserves the right to reject, discontinue, or edit any advertisement. All advertising will be reviewed with sensitivity to the interests of the association with respect to intended content for *Service Contractor*. Political advertisements and advertisements for alcoholic or tobacco products cannot be accepted. Dates are subject to change.

KEY CONGRESSIONAL & SENATE COMMITTEES

Senate Committees	House Committees
<ul style="list-style-type: none">• Appropriations• Armed Services• Foreign Relations• Health, Education, Labor & Pensions• Homeland Security and Governmental Affairs• Select Committee on Intelligence• Small Business & Entrepreneurship• Veterans Affairs	<ul style="list-style-type: none">• Appropriations• Armed Services• Education & Workforce• Foreign Affairs• Homeland Security• Oversight and Government Reform• Select Committee on Intelligence• Rules• Small Business• Veterans Affairs

KEY AGENCY OFFICES

Executive Office of the President	Department of the Navy	Department of Labor
Office of Management and Budget [OMB] Office of Federal Procurement Policy [OFPP]	Under Secretary of the Navy Chief of Naval Operations [CNO]	Office of the Assistant Secretary for Administration and Management Office of Competitive Sourcing
Department of Commerce	Assistant Secretary of the Navy for Research, Development and Acquisition	Office of Small Businesses Programs
International Trade Administration President's Export Council	Naval Supply Systems Command [NAVSUP]	Wage & Hour Office of Enforcement Policy
Department of Defense	Naval Air Systems Command [NAVAIR]	Department of Veterans Affairs
Office of the Under Secretary of Defense for Acquisition, Technology and Logistics	Naval Sea Systems Command [NAVSEA]	Office of the Secretary
Office of the Under Secretary of Defense for Personnel and Readiness	Seaport Program Office	Office of Small and Disadvantaged Business Utilization
Office of the Under Secretary of Defense for Policy	Office of the Director of National Intelligence	Office of Acquisition, Logistics and Construction
Office of the Under Secretary of Defense (Comptroller)	Central Intelligence Agency [CIA]	Strategic Acquisition Center [SAC]
Defense Contract Audit Agency [DCAA]	Intelligence Advanced Research Projects Activity [IARPA]	Technology Acquisition Center [TAC]
Defense Information Systems Agency [DISA]	Department of Energy	General Services Administration
Defense Contract Management Agency [DCMA]	Office of Acquisition and Project Management	Office of the Administrator
Defense Procurement and Acquisition Policy [DPAP]	Office of the Chief Information Officer	Office of the Chief Information Officer
Office of Small Business Programs	Office of Management	Federal Acquisition Services [FAS]
Defense Logistics Agency [DLA]	Department of Health and Human Services	Federal Acquisition Institute [FAI]
Cyber Command [USCYBERCOM]	Centers for Medicare and Medicaid Services [CMS]	Office of Governmentwide Policy
Defense Science Board	National Institutes of Health [NIH]	Office of Acquisition Policy
Department of the Air Force	Office of Logistics and Acquisition Operations	Government Accountability Office
Installations, Environment and Logistics	Office of Small and Disadvantaged Business Utilization	Acquisition and Sourcing Management
Air Force Materiel Command	Office of the Assistant Secretary for Administration and Management	National Aeronautics and Space Administration
Department of the Army	Department of Homeland Security	Office of Procurement
Office of the Secretary of the Army	Federal Emergency management Agency [FEMA]	Small Business Administration
Army Materiel Command	National Protection and Programs Directorate	Office of Government Contracting
Office of the Assistant Secretary of the Army of Acquisition, Technology and Logistics	U.S. Coast Guard	United States Agency of International Development
		Office of the Administrator
		Bureau for Management
		Global Development Lab