

What is an Exceptional Release?

The Exceptional Release serves as certification that the authorized individual who enters a signature in the status block of Air Force Technical Order Form 781H has made sufficient investigation to justify that the aerospace vehicle is safe for flight. The Exceptional Release is symbolic of the final step in the logistics process before an aircraft is turned over for operational use.

Why advertise in LOA's Exceptional Release?

- Maximize your advertising budget. Target your message to our very specific audience.
- Reach nearly 900 key logistics decision-makers in the Air Force and other services...foreign and domestic. Thirty new members join LOA each quarter.
- Be assured of attention. Membership in LOA confirms their interest in the information we share.
- Direct mail to their homes. No secretary screens this publication or sets priorities.
- Benefit from being "passed around." Members bring the **ER** to the office to share with fellow decision-makers...even attaching routing slips, creating a high pass around rate, which cannot be reflected in our actual (circulation) membership rolls.
- Gain special insight. Your complimentary copy helps you keep abreast of grassroots issues, ideas and challenges shaping the defense aerospace industry's future.
- Value for money. **ER** rates are far below commercial rates and are only meant to offset the cost of producing a professional journal for this nonprofit association.
- Etch your company name, product, logo in their minds.
- Choice of advertising positions. We work with you to choose the prime location for your advertisement.
- Support LOA. Identify your company as one which is, likewise, dedicated to the readiness and sustainability of aerospace forces.
- Your competition does!

LOA National Headquarters

Logistics Officer Association
Post Office Box 47105
Washington, D.C. 20050-7105
www.loanational.org

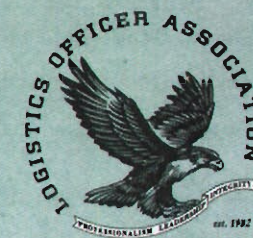
The Exceptional Release

Editor-in-chief
Col Kent Mueller

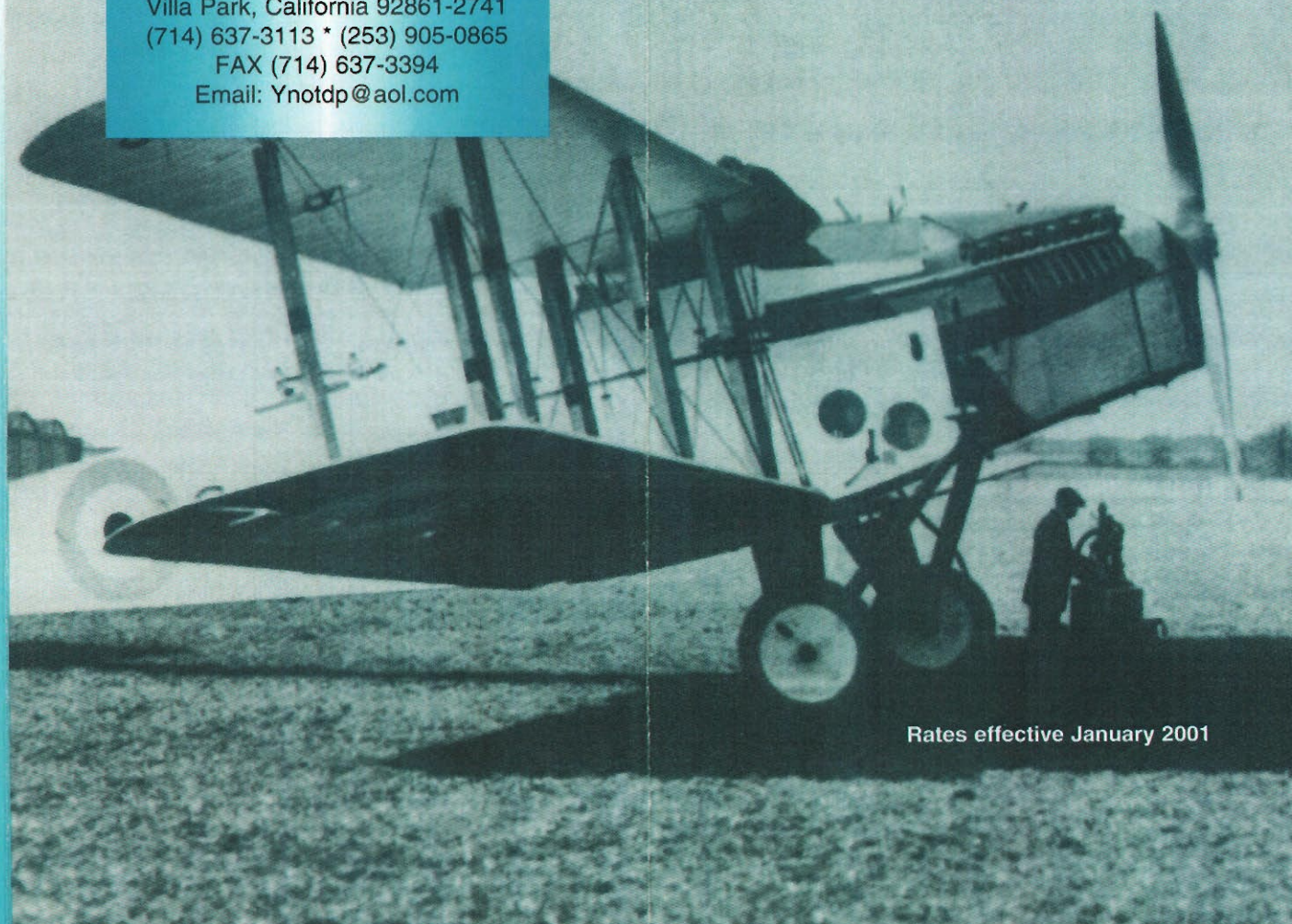
dp public relations

contact: deborah pauly
18411 Jocotal Avenue
Villa Park, California 92861-2741
(714) 637-3113 * (253) 905-0865
FAX (714) 637-3394
Email: Ynotdp@aol.com

The Exceptional Release



Ad
Rate
Sheet

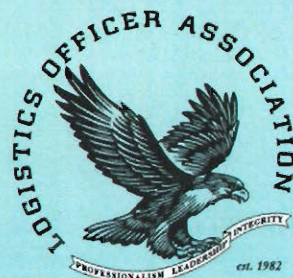


Rates effective January 2001

LOA reserves the right to reject any advertisement it deems to be in poor taste, offensive or libelous.

Dedicated to the readiness and sustainability of aerospace forces

ER The Exceptional Release



The Professional Military Journal of the Logistics Officer Association

Established in 1982, as the Maintenance Officer Association, it transitioned to become the Logistics Officer Association (LOA) on May 1, 1999 to more accurately reflect current Air Force structure. LOA's purpose is to promote quality logistics and logistics officer professional development, and to provide an open forum for dialogue on leadership, management and technical matters affecting aerospace forces.

The **Publisher** of the **ER** is the current LOA President, elected democratically by the membership to serve a two-year term. Please, direct all policy matters to the president at LOA headquarters.

The **Editor**, an appointed position and nonvoting member of LOA's executive board, is currently filled by Col Kent Mueller. The editor invites articles and contributions on issues that support LOA's purpose. Please direct manuscripts, letters and other editorial submissions to the editor.

Production of the **ER** is by contract with LOA and is held currently by **cp public relations & desktop publishing**. Please direct all matters concerning advertising to our production agency.

Membership -- LOA boasts a rapidly growing roster of nearly 900, including top logistics decision-makers in the Air Force. The **ER** is available via membership in LOA. Annual membership is \$25. Direct all membership queries to LOA headquarters. Additionally, 300 **ER**'s are mailed complimentary to senior leadership, corporate sponsors and service schools. LOA members take the **ER** to the office...even attaching routing slips, sharing our publication with fellow professionals. There are currently 43 official or forming Chapters of LOA, located worldwide.

Disclaimer -- The opinions, conclusions and recommendations expressed or implied within the publication are those of the contributors and do not necessarily reflect the views of the Logistics Officer Association or any agency of the Federal Government. Acknowledgement to **The Exceptional Release** should be made whenever material is quoted from or based on its content. LOA is not affiliated with the United States Air Force or any other organization of the United States government.

All current addresses, phone numbers and Emails for key LOA leaders are listed on LOA's website: www.loanational.org

Display Advertising Deadlines and Material Specifications

The **ER** is published quarterly and is bulk mailed the third Friday in the months of January, April, July and October. Closing date for advertising insertion orders is the third Friday of the preceding month. All advertising materials* are due the first Friday of the publication month.

Film Requirements: Negatives, Right reading, emulsion side down; Line screen 133 for black and white (one negative film) or for ads with spot color (complete set of negative films). Line screen 150 for processed color (complete set of negative films - CMYK - and color proof). Send materials to **cp public relations** at address listed on back panel. Call to coordinate technical requirements for electronically transferred ads. Acceptable MAC formats include TIFF, JPeg, EPS and Photoshop files.

Print Process: The **ER** is produced on a MAC platform. Final

design is in QuarkXPress. Direct to film imagesetting (Ultra) output. Plating is for an offset press. The **ER** is printed on coated stock. Correct for a dot gain of about 15%.

As an alternative to films, artwork can be accepted. *Artwork must arrive one week before the specific deadlines. Films will have to be made and the advertiser will be charged at cost. If the artwork supplied needs to be enlarged or reduced, the advertiser will be charged at cost. The earlier materials are received, the better its placement in the issue, unless other arrangements have been made. In the case of smaller companies, arrangements can be made to assist with advertising production.

Billing and tear sheets are mailed by **cp** the week following publication. Payment is due upon receipt and should be made to LOA at its headquarters' address. All rates listed are NET.

Ad Dimensions (width by depth)

Display advertising in the **ER** is sold **only** in one-quarter page increments.

Quarter Page - vertical	3 7/8" X 4 7/8"
Quarter Page - horizontal	7 3/4" X 2 7/16"
Half Page - vertical	3 7/8" X 9 3/4"
Half Page - horizontal	7 3/4" X 4 7/8"
Three Quarter Page - v	5 13/16" X 9 3/4"
Three Quarter Page - h	7 3/4" X 7 5/16"
Full Page	7 3/4" X 9 3/4"
Full page bleed* trims to	8 3/8" X 11"

(*allow at least 1/4-inch trim)

Advertising Rates (NET)

Runs per year	1x	2x	3x	4x
1/4 Page	<i>ALL RATES ARE NET</i>			
	\$135	\$260	\$375	\$490
1/2 Page	\$260	\$500	\$735	\$955
3/4 Page	\$375	\$735	\$1,075	\$1,390
Full Page	\$490	\$955	\$1,390	\$1,800

- add 25% for **ER**-produced ads
 - \$25 per picture/art for **ER**-produced ads
 - add \$50 for bleeds
 - \$50 per color for spot color**
- **First color must be PMS 278, even if unused.

Display ads are interspersed throughout the **ER** at the editor's discretion, but arrangements can be made for special placement. Call for details on back cover, inside front cover, inside back cover and centerspread placements and for prices and placement of 4C designs.

Classified ads available for *Job Connection* "help wanted" **only** and are **FREE** to LOA's corporate supporters.