

The Earle Missile

NAVAL WEAPONS STATION EARLE

The Earle Missile is the official base newspaper for the Naval Weapons Station, Earle (formerly the Naval Ammunition Depot Earle). The Earle Missile is published monthly and distributed to more than 4500 naval personnel, dependants, retirees and federal workers associated with the Naval Weapons Station and its mission. Advertisers may reach this dynamic community individually or in combination with the Monmouth Message, the official base newspaper at nearby Fort Monmouth, home of the U.S. Army Communications Electronics Command (CECOM).



About NWS

Naval Weapons Station Earle's history began in 1943, when a pressing need developed for an Ammunition Depot in the greater New York area to support the war effort. A board was established to locate a suitable site, and chose Earle's present location because it offered many advantages.

The Naval Weapons Station Earle provides ships with a safe and operationally advantageous port to take on ammunition, and to access commercial rail facilities with lines coming from the west, where the majority of ammunition shipments originate.

The station is divided into two sections: Mainside, located in Colts Neck, and the Waterfront Area, on Sandy Hook Bay, located in the Leonardo section of Middletown. Both areas are connected by Normandy Road, a 15-mile military road and rail line.

MAINSIDE

The 10,000 acres which comprise Mainside, house the majority of Earle's departments and facilities.

Atlantic Ordnance Command, Detachment Earle performs the station's primary mission-providing ammunition to the fleet. An integrated work force of military and civilian personnel operate the inland storage, renovation, transshipment and demilitarization facilities. The Weapons Station railroad consists of 130 miles of track, five locomotives and 330 pieces of rolling stock.

The Packaging, Handling, Storage and Transportation (PHST) Center has become the engineering agent for the Naval Sea Systems and Naval Air Systems Command in the field of weapons systems. The PHST Center also manages handling equipment and containers for the fleet and shore stations, including design, testing, acquisition, in-service engineering and logistical support. A facility mainside houses

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Ad Sizes

One column measures 2 3/8 inches wide, two columns measures 5 inches wide, three columns measure 7.5 inches wide, Four columns measure 10 inches wide.

Size	Dimensions:
Full Page	4 cols x 14" deep
3/4 Page	3 cols x 14" deep
Magazine Page	3 cols 7.5" x 10" deep
(1/2 Page vertical)	2 cols x 14" deep
1/2 Page (horizontal)	4 cols x 7" deep
3/8 Page	2 col x 10.5" deep
1/4 Page (vertical)	1 col x 14"
1/4 Page (horizontal)	2 cols x 7"
1/4 Page (horizontal)	4 col x 3.5"
1/8 Page (vertical)	1 col x 7"
1/8 Page (horizontal)	2 cols x 3.5"
1/16 Page	1 col x 3.5"
1/24 Page	1 col x 2.5"
1/32 Page	1 col x 1.75"

Rate Card No. 2

Effective 01/01/02

Size	1X	3x	12x
Full Page	\$300	\$279	\$264
3/4 Page	\$255	\$237	\$224
Magazine*	\$225	\$209	\$198
1/2 Page	\$168	\$156	\$148
3/8 Page	\$144	\$134	\$127
1/4 Page	\$93	\$86	\$82
1/8 Page	\$60	\$56	\$53
1/16 Page	\$42	\$39	\$37
1/24 Page	\$30	\$28	\$26
1/32 Page	\$24	\$22	\$21
Col/inch	5.77	5.37	5.08

Classified: 4 cols per page. \$.75 per word. Minimum 20 words. A Magazine page is approximately two-thirds of a full page, roughly the size of a regular magazine page.

1. Rates are per issue and valid for one year, based on actual insertions in a 12-time publishing schedule. A short rate charge will be applied in the case of an unfulfilled agreement; it will recover unearned frequency discounts.
2. Advertising and inserts will be accepted in most categories, both run-of press (ROP) and classified. All advertising and inserts are subject to approval by the Editor.
3. Second color is available on certain pages. Inquire for cost.
4. Our staff will prepare an exciting and professional ad for you from provided copy, photos, etc. for a modest preparation and proofing fee.

Closing Dates

The Earle Missile is published monthly on the first Friday of the month. ROP Advertising for an issue must be received by 9:00 a.m. on the Friday two weeks prior to the publishing date. Classified received no later than Monday evening (9:00 p.m.) one week prior to the publishing week will be included.

Mechanical/Electronic Specifications

The Earle Missile is printed web offset. Photographs are screened at 85 lines. Logos, art or photos must be supplied with any ad we are to produce. For camera ready ads, please supply velox positives or film. Digital data (DOS compatible) is accepted in the following formats: EPS,.CMX,.TIF,.CDR,.PCT, and DOC or we will typeset your ad for you. (Please send digital files to:

Svalenza@netzero.net [primary address]
OR
sam@milcompubs.com

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MC Pubs, Inc.
PO Box 487, Marlton, NJ 08053
Publisher: Sam Valenza USA '59 (856) 983-6200
Advertising: Eugenie Gray
Phone: (732) 741-8284 Fax: (732) 741-8690
e-mail: <**svalenza@netzero.net**>
<**sam@milcompubs.com**>