



FRA *today*

2026

Media Kit



Fleet Reserve Association

SINCE 1924

FLEET RESERVE ASSOCIATION

The Fleet Reserve Association is a non-profit organization guided by its principles: Loyalty, Protection, and Service. Their mission is to protect and enhance the pay and benefits for maritime personnel. *FRAtoday* includes two feature articles, interviews with high-profile leaders, overviews of unique military missions, and first-hand accounts of historical military events. These features offer unique opportunities for related brands.

FRA is a community of the Sea Services; Navy, Marine Corps., and Coast Guard personnel. The members' enlisted service in any of these branches – active or retirees, is their passport to membership in an association that works hard for them and their family on Capitol Hill and in their local community.

Continuing its mission, the Fleet Reserve Association donates more than \$100,000 annually in undergraduate and graduate scholarships to FRA members and families.

Advertisers in *FRAtoday* will be visible to active members and other constituents of the FRA and play a part in impacting the lives of those that served, or are currently serving, in the Navy, Coast Guard, and Marines.



For advertising rates and more information:

Contact us at **212.929.1300** or [HelloFRA@glmcommunications.com](mailto>HelloFRA@glmcommunications.com).

AD PRODUCTION DATES

FRAToday 2026 Production Dates

Issue	Space Reserved	Artwork Due	In Home
Jan./Feb. 2026	Dec. 5	Dec. 12	Jan. 25
March/April 2026	Feb. 2	Feb. 6	March 25
May/June 2026	March 30	April 3	May 25
July/Aug. 2026	June 1	June 5	July 24
Sept./Oct. 2026	Aug. 3	Aug. 7	Sept. 25
Nov./Dec. 2026	Oct. 2	Oct. 9	Nov. 25
Jan./Feb. 2027	Dec. 1	Dec. 7	Jan. 25



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AD RATES & SPECS

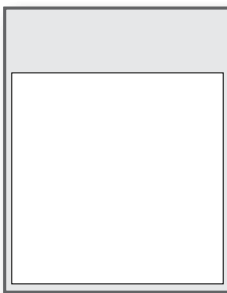
Ad Rates

Position	1x	3x	6x	12x
Full Page	\$3,895	\$3,840	\$3,600	\$3,520
Cover 2	\$4,675	\$4,610	\$4,320	\$4,225
Cover 3	\$4,285	\$4,225	\$3,960	\$3,875
Back Cover	\$5,065	\$4,995	\$4,680	\$4,575
2/3 Page V	\$2,390	\$2,340	\$2,320	\$2,260
2/3 Page H	\$2,390	\$2,340	\$2,320	\$2,260
1/2 Page V	\$1,930	\$1,900	\$1,880	\$1,830
1/2 Page H	\$1,930	\$1,900	\$1,880	\$1,830
1/3 Page V	\$1,715	\$1,675	\$1,660	\$1,620
1/4 Page S	\$1,610	\$1,590	\$1,570	\$1,530

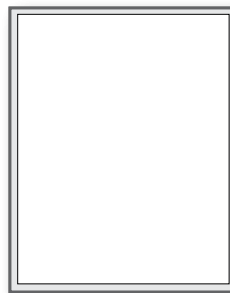
Ad Specs

Position	Size
Full Page (bleed)	8.5 x 10.75
Full Page (trim)	8.125 x 10.5
Full Page (live)	7 7/8 x 10 1/4
Cover 2 / Cover 3	8.125 x 10.5
Back Cover	8.125 x 7.5
2/3 Page V	4.375 x 9.25
2/3 Page H	6.6875 x 6.125
1/2 Page V	3.25 x 9.25
1/2 Page H	7.75 x 5
1/3 Page V	2.125 x 9.25
1/4 Page S	3.25 x 9.25
1/6 Page H	3.25 x 2

Outside Back Cover



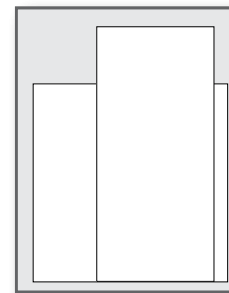
Cover 2 & 3



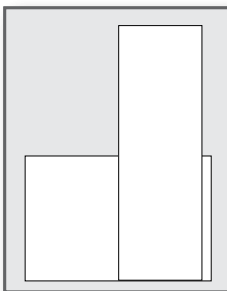
Full Page, Bleed



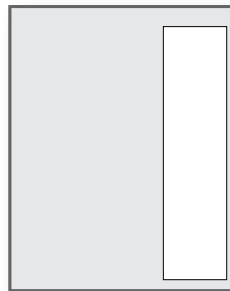
2/3 Page



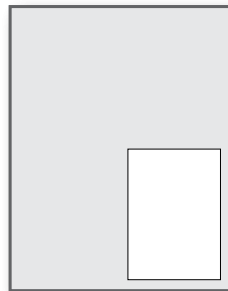
1/2 Page



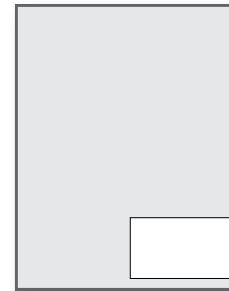
1/3 Page



1/4 Page



1/6 Page



V = Vertical • H = Horizontal • S = Square

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AD REQUIREMENTS

A high-resolution PDF/X-1a file is required for all ads. Colors must be CMYK. No ICC Profiles, RGB, or Pantone Colors. Resolution of all photography and scanned illustrations must be at least 300dpi. Line art should be 600 dpi.

Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter. Materials should be submitted with crop marks, but full-page ads should include the required 1/8" bleed.

All fonts used must be embedded in the PDF file. Using the bold, italic or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold).

Flatten all layers and set transparency to highest setting.

Ads must be suitable to print as-is. FRA/GLM Communications Inc. are not responsible for any errors in content.

PLEASE NOTE: Materials that do not meet the stated advertising specifications will be rejected.

Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.



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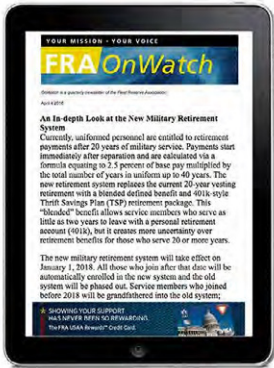
DIGITAL ADVERTISING



FRA NewsBytes

This Weekly eNewsletter is sent to a circulation of 22,000 FRA members. Stand out, track your ROI, and reach the FRA membership when you place an ad within FRA Newsbytes.

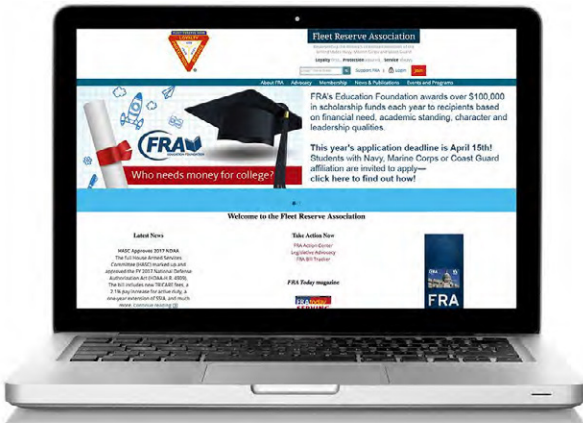
Banner 560 x 140 px
Rate \$900



FRA OnWatch

Sent quarterly to a circulation of 2,300 subscribers who are overwhelmingly active duty and reserve personnel; many of whom are FRA members. This is a great way to reach a key demographic and track ROI.

Banner 560 x 140 px
Rate \$800



FRA Website

The FRA.org website delivers more than 90,000 U.S. Navy, Marines, and Coast Guard personnel with more than 35,000 page views per month.

Skyscraper 150 x 560 px
Rate \$1,500



Fleet Reserve National Headquarters

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