EFFECTIVENESS RESEARCH
The US Army authorized newspaper, The Griffon, is required reading, resulting in 100% readership for all four issues.

The Griffon provides Civilian Soldiers and regular Army readership with current educational opportunities, military products and selected specialty resources.

Source: Armed Forces Communications
Since its inception in 1908, the Army Reserve has been providing qualified soldiers to augment Active Army needs. The reserve began when the Army learned it didn’t have enough qualified medical doctors to meet the needs of a wartime emergency. Doctors were first offered a commission as a first lieutenant and served in various conflicts afterward.

The Army Reserve has grown from an original strength of 160 doctors, to over 600,000 soldiers today. We have served in conflicts from WWI, WWII, Korea, Vietnam, Desert Storm, Bosnia and most recently, Afghanistan, Kuwait and Iraq.

As the Army reduces the number of peace time troops on active duty, the Army Reserve will continue to be relied upon in greater capacities.

This marks the 109th year anniversary of the Army Reserve. What better time to show your support.
YOUR COMPASS TO THE
MOST COMPREHENSIVE
MILITARY NETWORK AVAILABLE

• The Griffon is a government **authorized, national award-winning** quarterly military publication.

• The 108th Command is comprised of four full divisions with members and facilities **throughout the nation** training the Soldiers being deployed overseas and in Homeland Security.

• Reach The Griffon **readership** comprised of reservist, family, retired personnel, permanently assigned active duty and regular Army and Guard base personnel.

• As an officer heavy division, you reach the **decision makers**, today and tomorrow’s leaders in the military and in our communities. A direct, targeted exposure to our military and exclusive entrance into the military network.

• Our readers use The Griffon in making their **buying decisions** and know that our recommended products and services have been carefully screened and authorized.
SPECIAL ADVERTISING SECTION
(IN EVERY ISSUE)

MTR: Military Transitional Resources
• Tips and Advice
• Career Planning
• Resumes/ Career Fairs
• Hot Jobs for Military, from Top Employers
• Joining Forces Information
• Continuing Education

Travel
• Family Trips
• Reunions
• Group Getaways
• Educational Trips
• Historical Vacations

Health and Wellness

Home Schooling

Help the Nation follow through on its promise to provide the best transitional services available for our Soldiers and their families. Join a collaboration of elite programs from the White House’s Joining Forces Initiative, the USO, Military.com and others. The Griffon is the only government authorized, Award winning publication that allows outside advertisers and content and works with these resources. The Griffon has, for over 40 years, been the primary vehicle for our Soldiers and their families. Recognized by the Pentagon as the largest and one of the most informative publications of its kind.

THEY’VE DONE THEIR JOB PROTECTING US.
NOW IS OUR TIME TO SUPPORT THEM!
CALL 866-761-1247 FOR MORE INFORMATION.
108TH DIVISION U.S. ARMY RESERVE DEMOGRAPHICS

- 70% Male / 30% Female
- Age: 25 - 55
- 75% Married w/ family

INTERESTS
- Outdoor & Sports Enthusiasts
- Historical & Educational Travel
- Commissioned Officers & Senior Enlisted Soldiers
- Civilian Occupational Categories
- Technical Specialties
- Administrative Management
- Professional Services
- Skilled Technicians

THE GRIFFON AUDIENCE INCLUDES
- Reservists & their families
- Permanently-Assigned Active Duty Personnel
- Retired 108th Division personnel
- Key Conference Groups
- Temporary-Duty Military and Civilian Personnel
- Civilian Personnel
- Goes to all ACAP Offices
- ESO’s
- Army Travel Offices

THE GRIFFON PUBLICATION HAS BEEN AWARDED 1ST OR 2ND IN THE DEPARTMENT OF THE ARMY KEITH L. WARE JOURNALISM COMPETITION EVERY YEAR FOR THE LAST TEN YEARS.
AD PREPARATION GUIDELINES

FILES UNDER 6 MEGS
You can email the ad to your sales rep or to:
advertising@theg riffon108.com

FILES LARGER THAN 6 MEGS
1. A disc mailed to the address below
2. Ad emailed with a dropbox link
3. Ad emailed with yousendit/hightail link
4. FTP client: Email the FTP info to:
advertising@theg riffon108.com

FORMATS OF AD/FILES
1. PDF (CMYK, Fonts embedded, High Resolution, 300 DPI preferred)
2. JPG (CMYK, High Resolution, 300 DPI preferred)
3. PSDs and TIFs (CMYK, High Resolution, 300 DPI preferred)

A NOTE ABOUT COLOR
Please be certain of your color space before submitting a PDF file.
Ads/images created in RGB & Index color will have to be converted and will not appear the same.

A NOTE ABOUT IMAGES/LOGOS
We request that you supply the highest resolution of your logos, images etc. Images copied from websites are typically not print worthy.

IN-HOUSE DESIGN
We can design your ad in-house, if needed. Speak with your salesperson or email advertising@theg riffon108.com to begin the discussion/artistic direction of your ad.

PROOFING
The In-house Designer will produce your proof in 5-7 days. Please review your proof carefully to make sure that all changes are submitted in one revision. Include any typographical errors and design adjustments. A second "proof" will be given out, but view this version as ready to print, unless there is an obvious and important change(s) that needs to be made.

CONTACT
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866-761-1247 or 704-568-7804
advertising@theg riffon108.com

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10150 Mallard Creek Road. Suite 201
Charlotte, NC 28262
IN EVERY ISSUE:
News from the 108th Training Command — including brigade news, family readiness, command changes, health and commanders column

SUPPLEMENT
Career Moves — Occupational opportunities for soldiers and their families
MTR — Resources to benefit the transitioning military family
Homeschool Options — Programs, products and services from the homeschool industry
GoArmyEd — Approved online programs for army soldiers
DETC — Resources to foster and preserve high quality, educationally sound and widely accepted distance education and independent learning institutions
Specialty Schools — Therapeutic programs to help specific problems facing military families
Faithbased Schools — Growing your knowledge and wisdom through programs that solidify your faith.
Travel — Military friendly entertainment destinations
Health & Wellness

2017 EDITORIAL CALENDAR

PRINT DEADLINES
Spring 2017
Advertising Sales Deadline: March 3, 2017
Distributes: March 28, 2017

Summer 2017
Advertising Sales Deadline: May 12, 2017
Distributes: July 6, 2017

Fall 2017
Advertising Sales Deadline: Aug. 11, 2017
Distributes: Sept. 5, 2017

Winter 2017
Advertising Sales Deadline: Nov. 10, 2017
Distributes: Dec. 5, 2017
EDITORIAL POLICY AND GUIDELINES

The Griffon is a government authorized national award-winning quarterly military publication. It is distributed to reserve citizen Soldiers and regular Army personnel in the 108th Training Command. The Command includes two divisions, eight brigades and more than 50 battalions in 40 states. The Griffon is one of primary resources for products, services and programs for members of the U.S. Army Reserve.

The Griffon features news from the 108th Training Command, including letters from Iraq, brigade news, family readiness, command changes and the Commander’s Column. Additionally, the supplemental section includes articles on the Association of Military Schools and Colleges of the US (AMSCUS), occupational opportunities for soldiers and their families, Centers for Academic Excellence, GoArmyEd, DETC, financial products and services, fitness resources, homeschooling options, specialty schools and military-friendly travel destinations. Articles are carefully reviewed for publication and are only accepted to run in the supplemental section. They should contain in the neighborhood of 800 - 1,400 words and preferably be broken with three to five sub-headings throughout the text. Articles should be submitted in Microsoft Word or as plain text. The contents should include much more of a journalistic approach than an academic or personal approach. Articles should include a short, “catchy” title and be submitted with a 75 word (approx.) biography that paraphrases the author’s credentials on the subject matter. Articles should be written in third person, not first person (I, we, you, etc.). Space for supplement editorial is limited to the 108th Training Command’s needs, therefore we can not guarantee your article will run in a specific issue, but will do our best as space allows.

FORMATTING
Include article title, byline (author’s name, title and affiliation), subheads and photo captions. Omit use of tabs, boldface type, italics, underlining, bullets, paragraph indentation, double spacing after a period, double returns at the end of a paragraph or hard returns at the end of a line.

IMAGES
Articles are greatly enhanced by pictorial representations to help readers better understand the subject matter. Please submit a selection of visuals, such as photographs, charts, drawings or graphs. A full description or caption is necessary with each one. Submit graphics as a .tif or .jpg file at 200 to 300 DPI and 100 percent of the original size. DO NOT EMBED IMAGES IN WORD FILES.

SUBMISSION OF MATERIALS
Articles and graphics should be emailed to editing@thegriifon108.com. Please state whether the material has been submitted to The Griffon exclusively.

QUESTIONS
Please contact Army Liason Sherry Brooks at 866-761-1247.

The Griffon reserves the right to reject any manuscript, including those that we believe contain excessive endorsements of a single manufacturer and/or product, or that have little or no additional value to our readers beyond product or company publicity. The publication also reserves the right to edit the material, including the right to delete excessive references to a single product or manufacturer and to delete language or sections of text that we believe has been incorporated solely or primarily for publicity.