



MEDAL OF HONOR

160 YEARS OF COURAGE AND SACRIFICE



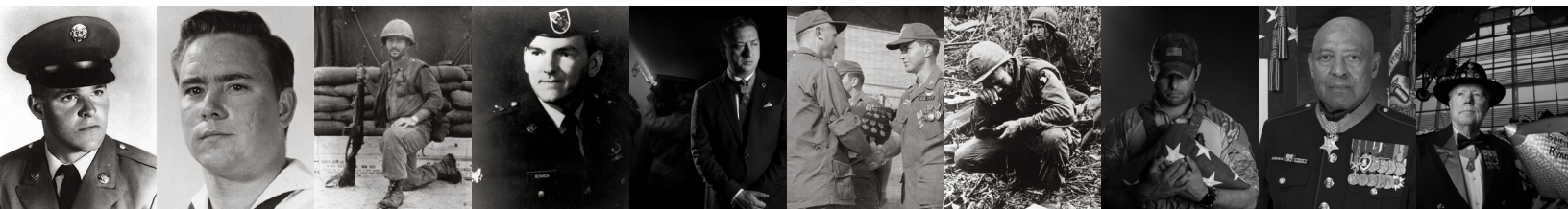
MEDIA KIT 2021

INTRODUCTION

MEDAL OF HONOR: 160 YEARS OF COURAGE AND SACRIFICE



Welcome to this edition of ***Medal of Honor: 160 Years of Courage and Sacrifice***. 2022 marks the 160th Anniversary of the Medal of Honor, the United States of America's highest military decoration, awarded for personal acts of valor and bravery above and beyond the call of duty. Professional Media Group is proud to publish this special edition of ***Medal of Honor: 160 Years of Courage and Sacrifice***. This publication is a dedication to the Recipients, the Congressional Medal of Honor Society and their noble work, today's military, and all U.S. citizens that support greatness. Moreover, to commemorate the grit, determination and heroism that make up these great American Warriors.





CONGRESSIONAL MEDAL OF HONOR SOCIETY
UNITED STATES OF AMERICA
CHARTERED BY THE CONGRESS

National Headquarters
40 Patriots Point Road
Mt. Pleasant, SC 29464

Office of the President

October 19, 2021

Dear Friend:

The Medal of Honor recognizes individual valor, but it also represents a belief in something greater than oneself. None of us who wears the Medal believe it is simply about our own actions. To us, it's a daily reminder of our belief in a country founded on the noblest of values—courage, sacrifice, integrity, commitment, patriotism, and citizenship—and the sacrifices made by those who fight to defend this nation.

Fewer than 10 percent of American adults accept the inherent risk of military service. Some of those who do will inevitably make the ultimate sacrifice by giving their lives, leaving behind family, friends and comrades who take solace in the belief that their loved ones fought for what they believed in — something greater than themselves.

The Congressional Medal of Honor Society was founded in 1958, and today it allows living Medal of Honor Recipients to continue their service to our country by ensuring that the important values and sacrifices of those who came before us and who will come after us are never forgotten.

On behalf of my fellow Medal of Honor Recipients, I want to thank you for taking the opportunity to learn more about who we are through this publication, *Medal of Honor: 160 Years of Courage and Sacrifice*, so that you can also support our goal of promoting the legacy of the Medal and the men and women who have fought for our nation.

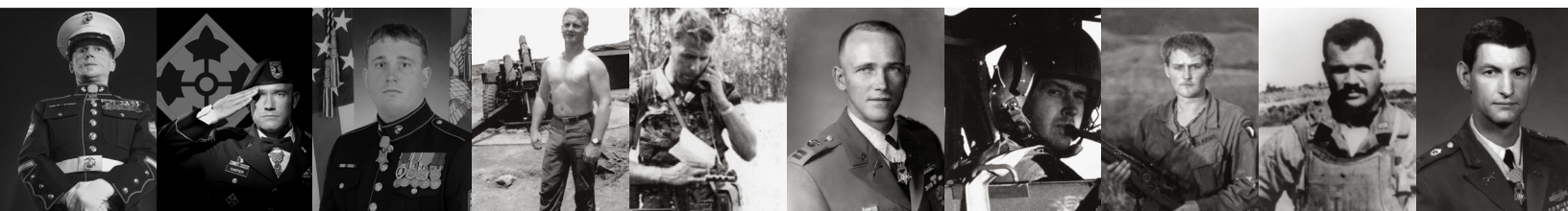
Leroy Petry
President
Congressional Medal of Honor Society

INSIDE THE PUBLICATION

MEDAL OF HONOR: 160 YEARS OF COURAGE AND SACRIFICE



Medal of Honor: 160 Years of Courage and Sacrifice will be published as a 200 plus page, perfect bound, glossy, commemorative publication, that readers and contributors will cherish for years to come. Distribution will be as exceptional as its content: 1.2 million digitally to opt in service members and veterans, bookstores and newsstands nationwide, the Congressional Medal of Honor Society's Power Lunch featuring Medal of Honor Recipients that is held on National Medal of Honor Day, March 25, 2022, and to several events taking place throughout the year to celebrate this momentous anniversary. Further distribution to the Department of Defense, members of the Medal of Honor Society, the White House, members of Congress, and the Senate to name but a few.





MEDAL *of* HONOR FOUNDATION

40 Patriots Point Road, Mount Pleasant, SC 29464

October 19, 2021

David J. McIntyre, Jr.
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President and CEO
TriWest Healthcare Alliance

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Medal of Honor Recipient
President Congressional Medal of Honor Society

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Medal of Honor Recipient
CMOHS 4th Regional Vice President

Michael E. Thornton
Director
Medal of Honor Recipient

Matthew O. Williams
Director
Medal of Honor Recipient

Dear Fellow Americans:

The Medal of Honor Foundation was created to support the Congressional Medal of Honor Society, an organization established in 1958 by Act of Congress.

Founded to sustain comradeship among Medal of Honor Recipients, those bestowed the highest award for valor in combat, and to ensure the health and welfare of these national treasures, the Society has evolved to focus on sharing the timeless values represented by the Medal and their applicability to all facets of life.

By sharing their stories and discussing the values inherent in them, we hope to inspire current and future generations with what it means to love, cherish and protect our great nation and the ability for each of us to serve our communities and causes greater than ourselves.

The Society has four overarching goals that shape the programs it carries out:

Educate

The Society compels youth and adults to be worthy citizens of our country through the Character Development Program. Course materials and trainings are made available at no cost to educators.

Connect

Through the Society's Outreach initiatives, Recipients connect with audiences across the country on a myriad of topics, including leadership, character building and patriotism.

Inspire

By encouraging all Americans to put the Medal of Honor values into action in their daily lives, and by recognizing those who do, the Society shines a light on those who are impacting our communities in positive ways and inspiring others through its annual Citizen Honors Awards.

Preserve

The Society protects and preserves the Medal of Honor, its dignity and its history. By maintaining a Recipients' museum on the U.S.S. Yorktown in Mount Pleasant, S.C., the Society manages a library, archives and research collection dedicated to the Medal of Honor and its Recipients, recording and collecting oral histories, and sharing these resources with researchers and the general public – ensuring the stories of the Recipients are never forgotten.

You can learn more about the programs of the Society and the activities of the Recipients of the Medal of Honor in this publication, *Medal of Honor: 160 Years of Courage and Sacrifice*, and at www.cmoHS.org. I invite you to join those of us supporting the work of those whose virtues are worthy of emulation, our nation's Medal of Honor Recipients, as they seek to reach out and connect with and inspire those of this generation and the next.

Respectfully,


David J. McIntyre, Jr.
Chairman

EDITORIAL SYNOPSIS

MEDAL OF HONOR: 160 YEARS OF COURAGE AND SACRIFICE



PERSONAL LETTERS OF INTRODUCTIONS: Presidents; Joe Biden, Donald Trump, Barak Obama, George W. Bush, and William Jefferson Clinton. Military leaders; Commandant of the Marine Corps, Gen. David H. Berger, Secretary of the Navy, Carlos Del Tora, Secretary of the Army, Christine Wormuth, and Gary Sinise – all are tireless beacon of support for the Recipients.

FOREWORD: To be Announced, previous edition was written by Bob Woodruff.

I SERVED WITH HEROES: Exclusive interviews with Medal of Honor Recipients; they all are willing to share the glory, even if they cannot share the Medal.

AMERICAN IMMORTALS: Features and profiles of the 66 living Medal of Honor Recipients, their acts of valor and heroism that inspires a champion in us all.

HISTORY OF THE MEDAL OF HONOR: The history of the Medal of Honor and the process of being awarded the most prestigious personal military decoration.

THE SOCIETY: Chartered by Congress in 1958, the Congressional Medal of Honor Society's membership is comprised of those who wear the Medal of Honor, our nation's highest military award for valor. The nonprofit Society preserves their stories and shares their values through outreach and educational initiatives.



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CITIZEN HONORS AWARDS: Whether they happen in a single instance of bravery or through continued service to others, these acts of gallantry and selflessness mirror the qualities of a true hero and they are recognized every year by the Medal of Honor Recipients through the Citizen Honors Award.

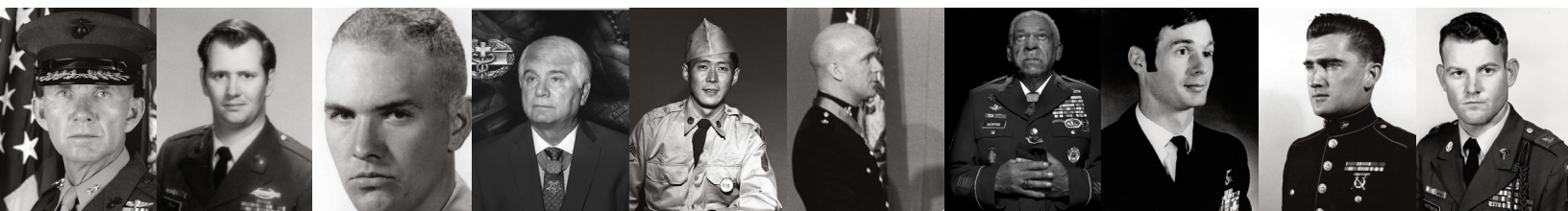
MEDAL OF HONOR MUSEUM: Designed to bring the Recipients' stories to life, the museum is located on board the USS Yorktown at Patriots Point Naval & Maritime Museum in Mount Pleasant, SC. Interactive exhibits focus on Recipients' stories from various wars and a searchable database allows visitors to explore all Medal of Honor citations.

TODAY'S TROOPS – A 21ST CENTURY FIGHTING FORCE: From Special Operations to Procurement Officers; what our troops are buying and how the DoD supplies our military with the latest in technology, equipment, C4 (command, control, communications, computer), weaponry, hydration systems, clothing, boots, bags and bayonets.

CHANGE, CONTROVERSY, COURAGE AND SURPRISES: A broad history of the United States Military, the wars we fought, the heroes that have been recognized, and our military today.

TOMB OF THE UNKNOWN SOLDIER: The Medal of Honor commemorates the valor of a unique few, the Tomb of the Unknown Soldier and what it symbolizes, those who made the ultimate sacrifice and were never identified.

(Publisher's note: content is subject to change.)



DISTRIBUTION, RATES & SPECS

MEDAL OF HONOR: 160 YEARS OF COURAGE AND SACRIFICE



RATE CARD

Inside Front Cover	\$59,560
Outside Back Cover	\$63,250
Inside Back Cover	\$44,850
Double Page Spread	\$37,850
Table on Content(s)	\$31,450
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Full Page	\$45,250
(opposite president's letters)	

DIGITAL MARKETING

IMAGE PIXEL SIZES PERMITTED

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- 320 x 480 • 728 x 90

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- JPG • PNG

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(All pertinent text & imagery should be within this space, 1/2" inside the trim line.)
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This premium publication will also be digitized into an interactive e-magazine that be widely distributed to opt-in email lists that has been targeted to reach service members, veterans, and military decision makers and buyers.

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