

AT YOUR SERVICE MONTHLY MAGAZINE

MAGAZINE EDITION

AD SPACE RESERVATION AND MARKETING INFO SHEETS DEADLINE

CAMERA READY AD DEADLINE

January 2018	November 13, 2017	December 1, 2017
February 2018	December 13, 2017	January 2, 2018
March 2018	January 15, 2018	February 1, 2018
April 2018	February 15, 2018	March 1, 2018
May 2018	March 15, 2018	April 3, 2018
June 2018	April 13, 2018	May 1, 2018
July 2018	May 15, 2018	June 1, 2018
August 2018	June 15, 2018	July 3, 2018
September 2018	July 13, 2018	August 1, 2018
October 2018	August 15, 2018	September 3, 2018
November 2018	September 14, 2018	October 2, 2018
December 2018	October 15, 2018	November 1, 2018

The primary purpose of *At Your Service (AYS)* publication is to promote the events and programs of the 27th Special Operations Force Support Squadron.

Advertisements for organizations not associated with 27 SOFSS can be purchased at the Marketing Office by contacting the Commercial Sponsorship Coordinator. Reservation deadlines to reserve your ad space and send camera-ready artwork are listed above.

Consideration for advertisements and articles is based on space availability. The 27 SOFSS Marketing Director reserves the right to refuse advertising if it does not meet the Air Force Instructions (AFI) or marketing department guidelines as stated on the reserve side.

The 24-page monthly, *At Your Service* magazine is distributed to a variety of locations on base. The AYS e-magazine is available online by visiting www.CannonForce.com. Currently, the website is receiving more than 5,500 hits weekly; averaging over 286,000 visitors annually.

FOR FSS MANAGERS/FLIGHT CHIEFS: FSS Managers must submit a marketing info sheet for each event. Contact the marketing department for a marketing info sheet.

Flight Chiefs must approve all marketing requests prior to submitting to the marketing office. Flight Chiefs must submit marketing requests by or before reservation deadline.

FOR PAID ADVERTISERS: Companies or organizations searching for advertising opportunities must adhere to reservation and submission deadlines listed above. Advertisers are not charged a design fee for camera-ready ads. All ads submitted to the Marketing Office must meet specs outlined; otherwise as may be rejected. **Payment must be received prior to publication.** Ads may be purchased monthly, quarterly, semi-annually or annually.

Cannon's population continues to grow!

Active Duty Members 4,716
 Civilians & Contractors 3,250
 Dependents 3,569
 Retirees 6,076
TOTAL: 17,611

REACH CANNON

Your message is seen in print and online by active duty military members and their dependents, retirees, DoD civilians, and government contractors.

AYS magazine is distributed monthly. Over 1,200 printed copies are delivered and distributed on-base; some of the locations are listed below:

- Commando Newcomers Orientation
- Caprock Inn
- AAFES Exchange/Shoppette
- Visitor's Center
- On-Base Financial Institutions
- Medical Clinic
- Landing Zone, Tailgate Sports Lounge, Whispering Winds Golf Course, Cannon Lanes, Cannon Library, Outdoor Recreation, Airman & Family Readiness Center, Auto Skills, Child Development Centers, Education Center, Fitness Center and Youth Center

AYS e-magazine is available online at www.cannonforce.com. The 27 SOFSS website receives more than 5,500 hits weekly. By placing your ad in the print edition your ad is seen in the e-magazine.

AT YOUR SERVICE

MONTHLY MAGAZINE

Full

44p2 x 59p10
7.36"W x 9.97"H

Eighth

21p6 x 14p5
3.58"W x 2.4"H

Half

44p2 x 29p6
7.36"W x 4.92"H

Quarter

21p6 x 29p6
3.58"W x 4.92"H

AD SPECIFICATIONS

To ensure quality, camera ready advertisements must be at least 180 dpi for eighth, half, or quarter page ads. A full page ad must be at least 300 dpi.

Make sure your file is vectored to ensure fonts do not get "dumped." Acceptable file formats are EPS or PDF. Ads submitted as DOC, JPG, or GIF are not accepted, due to low image quality. Keep in mind, any changes to advertisements made by the marketing staff are subject to the design fee.

Ads must be paid in advance. Payment arrangements must be made with Commercial Sponsorship Coordinator.

Ads can not be accepted after deadline date.

For more information contact the marketing department.

Check out our website
cannonforce.com

Find us on Facebook
Cannon Commandos

Text CANNON to 313131
for Text Messages

27 SOFSS MARKETING DEPARTMENT

27th Special Operations Force Support Squadron
Marketing & Commercial Sponsorship Office
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Cannon AFB, NM 88103

MARKETING DIRECTOR

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ADVERTISING & COMMERCIAL SPONSORSHIP COORDINATOR

Veronica Gonzales • 575-784-1516 • veronica.gonzales.1@us.af.mil

Ad Rates

PRINT ADS

FULL PAGE, <i>Full Color</i>	\$550
HALF PAGE, <i>Full Color</i>	\$300
QUARTER PAGE, <i>Full Color</i>	\$175
EIGHTH PAGE, <i>Full Color</i>	\$100

Add a Prime Spot Additional \$50/mo
(Available: Inside Front, Inside Back, Back Cover)

WEB ADS

Web ad appears on three web pages of your choice*

SKYSCRAPER, 215 pixels x 385 pixels	\$200/mo
BOX, 215 pixels x 215 pixels	\$150/mo

Add a Prime Spot Additional \$25/mo
(Available: Homepage Placement)

BUNDLED RATES

GENERAL LEVEL \$650**

- Full Page Ad, Full Color (\$550 Value)
- Skyscraper Web Ad (\$200 Value)

Buy More, Save More! \$100 Savings

COLONEL LEVEL \$400**

- Half Page Ad, Full Color (\$300 Value)
- Box Web Ad (\$150 Value)

Buy More, Save More! \$50 Savings

OTHER SERVICES

- Display Your Business Banner \$300/mo***
- Design Fee \$45

*Subject to availability. **No other discounts or offers may be applied to bundles rates.
***Size restrictions may apply; banners must be provided by business.

Discounts

Advertisers who commit to a six consecutive month agreement receive a 10% discount; 12 consecutive month agreements receive a 20% discount. Print ads must be a quarter page or larger to qualify for discounts. Offer can not be combined with any other special offers or discounts. Contact the Advertising & Sponsorship Coord for more information.