

AT YOUR SERVICE

MONTHLY MAGAZINE

2017

MAGAZINE EDITION

AD SPACE RESERVATION AND MARKETING INFO SHEETS DEADLINE

CAMERA READY AD DEADLINE

January 2017	November 11, 2016	December 1, 2016
February 2017	December 9, 2016	January 2, 2017
March 2017	January 13, 2017	February 1, 2017
April 2017	February 10, 2017	March 1, 2017
May 2017	March 10, 2017	April 3, 2017
June 2017	April 14, 2017	May 1, 2017
July 2017	May 12, 2017	June 1, 2017
August 2017	June 9, 2017	July 3, 2017
September 2017	July 14, 2017	August 1, 2017
October 2017	August 11, 2017	September 1, 2017
November 2017	September 8, 2017	October 2, 2017
December 2017	October 13, 2017	November 1, 2017

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 27SOFSS can be purchased at the Marketing Office by contacting the Commercial Sponsorship Liaison. Reservation deadlines, listed above, apply to paying advertisers and 27SOFSS activity managers.

Consideration for advertisements and articles is based on space availability. The 27SOFSS Marketing Manager 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 monthly, 24-page, *At Your Service* magazine is distributed to a number of locations on base. The AYS e-magazine is available online at CannonForce.com. Currently, the website is receiving more than 3,250 hits weekly; averaging over 160,000 visitors annually.

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.

PAID ADVERTISERS: Companies or organizations searching for advertising opportunities, (who are not part of 27SOFSS) 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 grows monthly!

Active Duty Members 5,000
 Civilians & Contractors 4,300
 Dependents 5,500
 Retirees 6,000



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 to the locations listed below:

- Commando Newcomers Orientation
- Caprock Inn
- AAFES Exchange/Shoppette
- Visitor's Center
- On-Base Banking 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 3,250 hits weekly. By placing your ad in the print edition your ad will be seen in the e-magazine.

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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
110 Alison, Suite 2025
Cannon AFB, NM 88103

Ad Rates

PRINT ADS

FULL PAGE , Full Color	\$550
HALF PAGE , Full Color	\$300
QUARTER PAGE , Full Color	\$175
EIGHTH PAGE , Full Color	\$100
•Prime Ad Spot (Inside Front, Inside Back, Back Cover)	Add +\$50

WEB ADS

Web ad appears on three web pages of your choice*	
SKYSCRAPER , 215x385	\$200/mo
BOX , 215x215	\$150/mo
•Prime Ad Spot, Home Page (Homepage Placement)	Add +\$25/mo

BUNDLED RATES (No other discounts or offers may be applied)

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 Business Banner** | \$300/mo |
| •Design Fee | \$45 |

*Subject to availability.

**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.

MARKETING DIRECTOR

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ADVERTISING & COMMERCIAL SPONSORSHIP LIAISON

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