

# CANNONFORCE.COM

## CANNON AIR FORCE BASE

### About CannonForce.com

The primary purpose of the website is to provide information about the 27SOFSS facilities and advertise their events. However, we welcome businesses and organizations outside of 27SOFSS who are interested in reaching the Cannon Community to purchase a web ad.

### Web Rates and Sizes

Your web ad will appear on three (3) pages of your choice (based on availability). There is a limited amount of web ad space allowed on each page, so it's a good idea to have more than three choices picked out for your web ad placement.

### Skyscraper

Size: 215 px X 385 px  
Rate: \$200 per mo  
Add'l Page: \$60 per mo  
Placement: Your choice of three pages, subject to availability.

### Box

Size: 215 px & 215 px  
Rate: \$150 per mo  
Add'l Page: \$45 per mo  
Placement: Your choice of three pages, subject to availability.

Home page placement is available for an additional \$25 per month. Web ads placed on the home page are subject to availability.

**Web ads must be paid for in advance.** Payment arrangements must be made with Advertising & Sponsorship Coordinator.

### Discounts

Advertisers who secure an agreement for six consecutive months receive a 10% discount; 20% discount for 12 consecutive months. Discount can not be combined with any other discount or special offer.

### Placement Options

The 27SOFSS website is setup in six sections: Home, Food, Fitness, Family, Fun and Force Support sections. Under each main section there is a web page for each activity under 27SOFSS. Over 20 pages are available for your web ad. The pages are outlined below:

**Home Page** (Add'l \$25 per mo)

#### **Food**

- Chip Shot
- Tailgate Sports Lounge
- Landing Zone
- Cannon Lanes Snack Bar
- Pecos Trail Dining Facility

#### **Fitness**

- Fitness Center
- DZ Aquatic Center

#### **Family**

- Airman & Family Readiness
- Child Development Center
- Family Child Care
- Youth Programs

#### **Fun**

- Auto Skills Center
- Cannon Lanes
- Landing Zone
- Community Center
- Whispering Winds Golf Course
- Cannon Library
- Outdoor Recreation
- Tailgate Sports Lounge

#### **Force Support**

- Caprock Inn
- Airman Leadership School
- FTAC
- Employment
- Private Organizations
- Education Office
- Honor Guard
- Passports
- Mortuary Affairs

### Ad Specifications

Make sure your file is vectored to ensure fonts do not get "dumped." Acceptable file formats include EPS, PDF, GIF, or JPEG. Please send the URL of the web page you would like your ad to link to when you send the artwork. Any changes to web ads made by the Marketing staff are subject to the design fee of \$45.

### Availability

Consideration for a web ad 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.

### Cannon AFB Demographics

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

### Web Site Analysis

Currently, [www.CannonForce.com](http://www.CannonForce.com) receives approximately 3,250 hits per week. Top search phrases:

- Cannon AFB Services
- Cannon Fitness
- Cannon Outdoor Recreation
- Base Theater
- Base Pool
- Dining

Check out our website:  
**CannonForce.com**

Find us on Facebook  
**Cannon Commandos**

Read our Magazine  
**At Your Service**

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## CANNON AIR FORCE BASE

### Skyscraper Web Ad

Size: 215 x 385\*  
 Fee: \$200 mo

You choose three web pages where you want your ad to appear. For home page placement add \$25.

\*Web ads measured in pixels

The Skyscraper ad is an eye-catching advertisement because of its unique shape. Its length is longer than its width which makes for a great template for advertising special deals, promotions or announcements. If you plan on advertising more than a link to your website, this web ad is for you.

### Box Web Ad

Size: 215 x 215\*  
 Fee: \$150 mo

You choose three web pages where you want your ad to appear. For home page placement add \$25.

\*Web ads measured in pixels

Almost a perfect square, the Box is ideal for businesses who wish to post a business logo or short message and link to a web page.

## 27 SOFSS MARKETING DEPARTMENT

**27th Special Operations Force Support Squadron**  
 Marketing & Commercial Sponsorship  
 110 Alison, Suite 2025  
 Cannon AFB, NM 88103

### MARKETING DIRECTOR

Jeanette Orrantia  
 (575) 784-6623 • jeanette.orrantia@us.af.mil

### ADVERTISING & SPONSORSHIP COORDINATOR

Gillian Herzberg  
 (575) 784-1516 • gillian.herzberg@us.af.mil

## At Your Service Magazine

Print ads are available for in the monthly **At Your Service** magazine. Contact the Advertising & Sponsorship Coordinator for a rate card which contains ad specifications, sizes and deadlines.

### Full

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

### Quarter

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

### Eighth

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

### Half

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

\*Print ads measured in picas

Contact Marketing Office for print ad deadlines and specs.

### PRINT AD RATES

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

### WEB AD RATES

<b>SKYSCRAPER</b> , 215x385	\$200/mo
<b>BOX</b> , 215x215	\$150/mo
•Prime Ad Spot	Add + \$25/mo
(Home Page Placement)	

### BUNDLED RATES Save a Bundle!

#### GENERAL LEVEL \$650

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

**Buy More, Save More: \$100 Savings**

No other discounts or offers may be applied.

#### COLONEL LEVEL \$400

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

**Buy More, Save More: \$50 Savings**

No other discounts or offers may be applied.