



# MARKET YOUR BUSINESS WITH **CANNON AFB**



**2021** COMMERCIAL SPONSORSHIP **&** ADVERTISING OPPORTUNITIES

# A LITTLE BIT ABOUT CANNON

The 27 SOFSS provides superior force support to 8,439 active duty and 3,239 retired (reachtheairforce.com). Support services and activities include Manpower and Personnel Flight (MPF), Sustainment Services Flight, Airman and Family Services Flight, Force Development Flight and Community Services Flight.

More than 400 military and civilian Force Support Squadron employees work hard each day to take care of the airmen and their families at Cannon AFB. In addition, 27 SOFSS also provides support to the civil service and NAF employees, contractors and retirees that work or visit the base.

## WHY YOU SHOULD SPONSOR AN EVENT AT CANNON

**Brand Visibility:** You are reaching a market that is not flooded. Your brand will be seen!

**Lead Generation:** If you sponsor at a higher level, you have the opportunity to meet your audience. Throw in a raffle with a contact info card as the drawing and you have INSTANT LEAD GENERATION!

**Consumer Perception:** Customers are more likely to try or buy a product that is associated with an experience.

**Goodwill:** Create a friendship with our on base folks and they will be more likely to support your business.

**You will have fun at our events!** There, we've said it. Cannon Air base strives to serve the community by providing THE BEST events for our airmen and their families.



# SPONSORSHIP BENEFITS

## SOME BENEFITS MAY INCLUDE:

- Pre event publicity in our marketing
- Your logo on your sponsored events advertisements in our magazine, marquees, website, and video screens all throughout our base
- Photo support and after-action reporting
- Verbal acknowledgment at the event
- Face-to-face interaction with customers
- Ability to offer prizes and conduct raffles
- Your company info on banners at the events
- On-site signage and product displays
- Table/booth to display marketing materials
- Exposure on our BRAND NEW 12 FOOT AND 17 FOOT MOBILE DISPLAYS!

(All options are subject to sponsorship level)

## WHY WOULD I SPONSOR IF MY TAX DOLLARS ARE ALREADY GOING TO SUPPORT THE MILITARY?

Many of the events we offer on base are completely free to the entire base but our funding comes from very limited appropriated funds as well as fees and purchases from customers of Force Support activities. Your sponsorship assistance helps our businesses on base make our events for the airmen even better by offering participants prizes or lowering ticket prices.

Additionally, there is an intrinsic or unspoken value to supporting our airmen who volunteer their life in service to our country. Many of them are away from family or coming back from deployments and events we host on base at our clubs, community center and sports establishments are morale boosting. By caring for the well being of our airmen, they are able to focus on the global mission for the overall Air Force.



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

## MARKETING DIRECTOR

Allyson Mis • 575-784-6623 • allyson.mis@us.af.mil

## ADVERTISING & COMMERCIAL SPONSORSHIP COORDINATOR

Joelle Reed • 575-784-2115 • joelle.reed@us.af.mil

# ADVERTISING RATES

**FULL**

7.36"W x 9.97"H

**QUARTER**

3.58"W x 4.92"H

**EIGHTH**

3.58"W x 2.4"H

**HALF**

7.36"W x 4.92"H

## PRINT ADS

FULL PAGE, Full Color	\$550
HALF PAGE, Full Color	\$300
QUARTER PAGE, Full Color	\$175
EIGHTH PAGE, Full Color	\$100

Add a Prime Spot Additional \$50/mo  
(Available: Inside Front, Inside Back, Back Cover and only available for full page ad)

## WEB ADS

Web ad appears on three web pages on CannonForce.com

Wide Banner, 150 pixels x 500 pixels \$150/mo  
(150 H x 500 W)

Box, 215 pixels x 215 pixels \$100/mo

## DISCOUNTS

(Wide banner, 1/4, 1/2 and full pages ONLY)

- Buy 3 months, 5% discount
- Buy 6 months, 10% discount\*
- Buy 12 months, 20% discount!\*\*

\*Opt out of discount and have ads on base wide TV screens

\*\*Opt for 10% discount instead and have ads on base wide TV screens

## OTHER SERVICES

- Display Your Banner (2 locations) \$200/mo\*\*\*
- 30-60 Movie Preview Ad \$300/mo\*\*\*
- Design Fee \$45

\*\*\* Ad or Banner must be provided by customer



# AT YOUR SERVICE MONTHLY MAGAZINE

## MAGAZINE EDITION

## AD SPACE RESERVATION AND MARKETING INFO SHEETS DEADLINE

## CAMERA READY AD DEADLINE

March 2021	January 14, 2021	February 3, 2021
April 2021	February 14, 2021	March 4, 2021
May 2021	March 13, 2021	April 3, 2021
June 2021	April 15, 2021	May 4, 2021
July 2021	May 15, 2021	June 3, 2021
August 2021	June 12, 2021	July 3, 2021
September 2021	July 14, 2021	August 3, 2021
October 2021	August 14, 2021	September 4, 2021
November 2021	September 15, 2021	October 2, 2021
December 2021	October 14, 2021	November 2, 2021
January 2022	November 15, 2021	December 2, 2021
February 2022	December 13, 2021	January 3, 2022

## CANNON OUTREACH

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 and over 1,300 printed copies are delivered and distributed on-base, 400 are automatically emailed to website subscribers.

AYS e-magazine is available online at [www.cannonforce.com](http://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.

You can find the printed publication at locations on base like these:

- 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

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