

Reach your target audience with Cannon AFB 27th Special Operations Force Support Squadron Marketing!

At Your Service
Monthly Magazine

At Your Service is an informative magazine about the programs and activities available to enjoy throughout the month at Cannon. Over 1,500 printed copies are distributed on-base and a digital copy is available at CannonForce.com.

Web Ads
CannonForce.Com

CannonForce.com website receives more than 6,750 hits weekly and we continue to see a strong trend of subscriptions. Your ad can be linked to your website.

Closed Circuit TV
11 Facilities 24 TVs

Advertisements play in rotation with Force Support Squadron programming at the Landing Zone, Tailgate, Whispering Winds, Cannon Lanes, Library, Outdoor Rec, Auto Skills, Child Development Center, Youth Center, Fitness Center, and MPF.

Event Sponsorship
Promote Your Business

Sponsorship packages are available for various events on base. In exchange for sponsorship you receive advertising benefits to promote your business.

MAGAZINE EDITION	AD SPACE RESERVATION DEADLINE	AD ARTWORK DEADLINE
January 2022	November 10, 2021	December 8, 2021
February 2022	December 13, 2021	January 5, 2022
March 2022	January 12, 2022	February 2, 2022
April 2022	February 9, 2022	March 2, 2022
May 2022	March 9, 2022	April 6, 2022
June 2022	April 13, 2022	May 4, 2022
July 2022	May 11, 2022	June 8, 2022
August 2022	June 15, 2022	July 6, 2022
September 2022	July 13, 2022	August 3, 2022
October 2022	August 10, 2022	September 7, 2022
November 2022	September 14, 2022	October 5, 2022
December 2022	October 12, 2022	November 2, 2022

The primary purpose of At Your Service (AYS) magazine, CCTV's and CannonForce.com are 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. 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 reverse side.

PAID ADVERTISERS:

Companies or organizations must adhere to the reservation and submission deadlines listed above. Advertisers are not charged a design fee for 'camera-ready' ads. All ads submitted to the Marketing Department must meet specifications outlined; otherwise they 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

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

27 SOFSS facilities and distribution points include:

- 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

AT YOUR SERVICE

MONTHLY MAGAZINE

Full

7.36"W x 9.97"H

Quarter

3.58"W x 4.92"H

Half

7.36"W x 4.92"H

AD SPECIFICATIONS

To ensure quality, 'camera-ready' advertisements must be at least 180 dpi for 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, JPEG, JPG or PDF. Ads/Artwork submitted as DOC or GIF are not accepted, due to low image quality.

MORALE WELFARE AND RESILIENCY FUND

All funding received from advertising and/or event sponsorship goes toward the Morale Welfare and Resiliency Fund which is used to support Airmen at Cannon Air Force Base by enhancing programs to ensure combat readiness.

Ad Rates

PRINT ADS

FULL PAGE	\$550/mo
HALF PAGE	\$300/mo
QUARTER PAGE	\$175/mo
Add a Prime Spot	Additional \$50/mo
(Available: Inside Front, Inside Back, Back Cover)	

WEB ADS

Web ad appears on three web pages

BANNER, 150 pixels x 600 pixels	\$150/mo
BOX, 215 pixels x 215 pixels	\$100/mo

CLOSED CIRCUIT TV's

FSS FACILITY CCTV's

Ad plays in rotation on 24 closed circuit TV's, 2000 pixels x 3637.5 pixels \$100/mo

CANNON LANES CCTV's

Ad plays in rotation on 16 closed circuit TV's, 2000 pixels x 3637.5 pixels \$100/mo

OTHER SERVICES

Various Event Sponsorship packages available.

BUSINESS BANNER (Displayed) \$300/mo*

THEATER PREVIEW AD/SLIDE (30-60sec),
2000 pixels x 3637.5 pixels \$300/mo*

DESIGN FEE \$45/proj.

*Size restrictions may apply; banners or video must be provided by business.

Check out our website:
cannonforce.com

Discounts

Advertisers who commit to a six consecutive month agreement receive a 10% discount; 12 consecutive month agreements receive a 20% discount. Offer cannot be combined with any other special offers or discounts.

27th Special Operations Force Support Squadron

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