



AT YOUR SERVICE MONTHLY MAGAZINE

Partner up with Cannon AFB Force Support Squadron Marketing! AYS magazine is distributed monthly throughout the base and is the BEST way to get exposure on the base. Over 1,500 printed copies are delivered and distributed on-base as well as a digital copy is available online at www.cannonforce.com. The 27 SOFSS website receives more than 5,500 hits weekly and we continue to see a strong trend of digital magazine subscribers.

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

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 reverse side.

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

AYS magazine is distributed monthly. Over 1,500 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

AT YOUR SERVICE

MONTHLY MAGAZINE

Full

7.36"W x 9.97"H

Eighth

3.58"W x 2.4"H

Half

7.36"W x 4.92"H

Quarter

3.58"W x 4.92"H

Digital Screens

873 pixels W x 480 pixels 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.

27 SOFSS MARKETING DEPARTMENT

27th Special Operations Force Support Squadron

Marketing & Commercial Sponsorship Office

110 Alison, 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

YES! We are a MOBILE FRIENDLY WEBSITE!

Ad Rates

PRINT AD

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)

WEB AD

Web ad appears on three web pages of your choice*

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

Add a Prime Spot Additional \$25/mo
(Available: Homepage, Base Theater and Events)

OTHER SERVICES

•Display Your Business Banner	\$300/mo**
•30-60 Theater Preview Ad or Slide	\$300/mo**
•Design Fee	\$45

*Subject to availability.

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

Check out our website
cannonforce.com

Find us on Facebook
Cannon Commandos

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.