

# 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 2023	November 09, 2022	December 07, 2022
February 2023	December 14, 2022	January 04, 2023
March 2023	January 11, 2023	February 01, 2023
April 2023	February 08, 2023	March 01, 2023
May 2023	March 08, 2023	April 05, 2023
June 2023	April 12, 2023	May 03, 2023
July 2023	May 10, 2023	June 07, 2023
August 2023	June 14, 2023	July 05, 2023
September 2023	July 12, 2023	August 02, 2023
October 2023	August 09, 2023	September 06, 2023
November 2023	September 13, 2023	October 04, 2023
December 2023	October 11, 2023	November 01, 2023

**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.

**27th Special Operations Force Support Squadron**  
Marketing & Commercial Sponsorship Office  
110 Alison, Suite 2028  
Cannon AFB, NM 88103

Email: [27SOFSS.FSK.MarketingTeam@us.af.mil](mailto:27SOFSS.FSK.MarketingTeam@us.af.mil)

#### Marketing Director

Joelle Reed • 575-784-6623

#### Commercial Sponsorship & Advertising

Courtney Thatcher-Matos • 575-784-2115

## Ad Rates

### PRINT ADS

FULL PAGE	\$550/mo
HALF PAGE	\$300/mo
QUARTER PAGE	\$175/mo
<b>Add a Prime Spot</b>	<b>Additional \$50/mo</b>
(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

TVs, 2000 pixels x 3637.5 pixels \$100/mo

CANNON LANES CCTV's

Ad plays in rotation on 16 closed circuit

TVs, 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/hr

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

**Check out our website:**  
**[cannonforce.com](http://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.