{Hurlburt Field Force Support Squadron}

Marketing & Commercial Sponsorship

1SOFSS

ADVERTISING

{2010} Rate Card

marketing profile

Active Duty	nearly 8,000
Civilians	over 1,000
Family Members	nearly 11,000
Hurlburt Population (plus over 60,000 military retirees)	nearly 20,000

available medias

myhurlburt life magazine ad: This free bimonthly magazine is distributed at 30 locations on Hurlburt Field serving as the primary source for information on services, special events and programs at the base. It features articles on health and fitness, human interest stories, self-help programs, recreational activities plus much, much more. Over 2,000 copies are printed and they are available to the military and their families, retirees, civilians working on base, contractors and vendors. In addition, the entire magazine with ads is available for download on our website **www.myhurlburt.com** and is emailed to over 500 members of our email subscription.

deadlines: Space reservations and signed agreements — MYHURLBURT Life magazine is in circulation electronically by the 20th and the hard copy by the 24th of the month prior to the first day of that issue. **(Artwork and payments are due No Later than the first of the month prior to the issue date).**

magazine advertising rates:

Ad Sizes	1X (per issue)	6X (per issue)
Full Page Ad (7.5"x10")	**$550.00**	**$450.50**
Half Page Ad (7.85"x4.875")	**$350.00**	**$275.00**
¼ Page Ad (3.625"x4.75")	**$175.00**	**$150.50**
Business Card Ad (3.5"x2")	**$100.00**	**$ 75.50**

Inside Front/Back Page/Inside Back: 20% Upcharge

magazine ad specifications: Materials created by advertisers or its agents must meet the following criteria:

- All ads and artwork must be in CMYK and at least 300 dpi.
- Ads may be submitted in the following formats: PDF (preferred format), tiff and jpg
- All fonts in the ad must be embedded or converted into curves.
- Ads must be built to size.
- Scanned images must be scanned at least 300 dpi
- All ads must state, "Paid ad. No federal endorsement of advertiser intended" at the bottom center of the ad in legible typeface.
- Ads must be submitted on disc or emailed to: **heyFSS@hurlburt.af.mil**
- Ads not meeting these requirements will be subject to additional art fees.

bowling monitor advertisement: Advertisement space is available on 42" Bowling Scoring Monitors at Hurlburt Lanes. There are twelve (12) lanes plus five (5) monitors with advertising only. Ads will be displayed daily on all lanes without active scoring from bowlers, pus the five (5) additional at all times. Ads are sold for 7½ second increments with each advertiser receiving a minimum of ten (10) exposures per hour, per monitor. There will be no more than twelve (12) paid advertisers per hour.

deadlines: Last business date of month prior to run date (ex. August ad payment due last business day of July).

bowling advertising rates: $100 a month per ad.

bowling monitor ad specifications: Materials created by advertisers or its agents must meet the following criteria:

- All ads must be 512x256 pixels or 7.111"x3.556" and at least 72 dpi
- All ads must be RGB and submitted in BMP format
- All ads must state, "Paid ad. No federal endorsement of advertiser intended at the bottom center of the ad in legible typeface.
- Ads not meeting these requirements will be subject to additional art fees

art fees

There is a one-time set-up fee of $75 for ads designed by Hurlburt Field Marketing. Advertisers are allowed one (1) change to original layout and copy free of charge. Additional changes are $25 each. All ads created by Hurlburt Force Support Marketing are copyrighted as such and cannot be used without expressed permission.

publishers

Hurlburt Field Force Support Squadron
Marketing Department
145 Letourneau — Bldg. 90327 • Hurlburt Field, FL 32544
Telephone: 850-884-4252 • Fax: 850-884-3822
Email: heyFSS@hurlburt.af.mil
www.myhurlburt.com

The Hurlburt Force Support Marketing Department reserves the right to approve all advertisements.

to place an ad

Thomas R. Cason
Tel: 850-884-2189 • Fax: 850-884-3822
Email: heyFSS@hurlburt.af.mil

HURLBURT FIELD FORCE SUPPORT SQUADRON

Current as of: 03/14/10. Subject to change without notice.