



H U R L B U R T F I E L D  
**ADVERTISING**

"GET ON BASE. BUILD YOUR BRAND."



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# MARKETING PLATFORMS

How we reach our market



## PRINT MEDIA

- UP + ABOUT Magazine
- Posters
- Flyers
- Brochures
- Handouts
- Table Tents
- Banners
- Counter Wraps

## DIGITAL MEDIA

- Facebook
- Myhurlburt.com
- Instagram
- Twitter
- Email Newsletter
- Electronic Monitor
- Digital Marquees
- 411 Text Service



## CONTACT ISABEL RAMENTO

Advertising & Sponsorship Manager  
1st Special Operations Force Support Squadron  
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# Advertising RATE CARD

| <b>Media</b>                           | <b>1 Month</b> | <b>12 Month</b> |
|--|----------------|-----------------|
| Digital Marquees (4 Screens)           | \$1,275        | \$14,000        |
| Up+About Magazine Pricing              |                |                 |
| Inside Front or Back Cover - Full Page | \$300          | \$3,300         |
| Full Page                              | \$250          | \$2,750         |
| Half Page                              | \$150          | \$1,650         |
| Quarter Page                           | \$100          | \$1,100         |
| Web Ads                                | \$150          | \$1,650         |
| Electronic Monitors & Web Ads          | \$400          | \$4,400         |
| Electronic Monitors                    | \$300          | \$3,300         |
| Posters                                | \$125          | \$1,375         |
| Golf Tee Monument                      | N/A            | \$1,000         |
| Brochures                              |                | \$50-\$200      |
| Counter Wraps                          | \$250          | \$2,750         |
| Flyers                                 | \$100          | \$1,100         |
| Banners                                | \$200          | \$2,200         |



## ART FEES

There is a design fee of \$250 for multimedia artwork designed by 1 SOFSS Marketing; includes three minor changes to original layout. Additional changes are \$25 each. Price includes full ownership of the material.



## DIGITAL MARQUEES ADS

24-hour exposure on four 6'x12' digital screens with a minimum of 72,000 views per day, rotating with seven second exposures. Expected rotations, 300 per screen (1,200 total) between peak hours of 6am-10pm.



## UP+ABOUT MAGAZINE ADS

Hurlburt's monthly magazine, "Up + About," is a 28-page spread with 3,000 copies distributed each month to over 40 Hurlburt locations, and averages 5,000 website and social media downloads.





## MYHURLBURT.COM WEBSITE ADS

This website serves as the primary source of information for services, special events and programs on base. It features everything from information on health and fitness to human interest stories. The site receives over 9,200 unique visitors per month who average six different pages per visit, and a weekly newsletter with active links to myhurlburt.com is emailed to 3,000+ subscribers and 40+ organizations. The site exceeds 800,000 hits annually from our military community.

Quarterly website metrics available upon request for advertisers.



## POSTER ADS

Poster ads sized 22"x28" at various locations, depending on target audience. Up to 30 locations available.



## ELECTRONIC MONITOR ADS

Our 42" monitors run at 11 different, high-traffic locations on base and are dedicated solely to advertising. Ads run in 7½ second increments with each advertiser receiving a minimum of 10 exposures per hour, per monitor. There are no more than 12 paid advertisers per hour per monitor.



## SUBMISSION DEADLINES

Space reservations and signed agreements for artwork and payments are due no later than first Wednesday of the month prior to publication month.

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

# 2018 COMMUNITY EVENTS







~~~~~2018~~~~~

- 02 February**      Mardi Gras • Soundside Club
- 31 March**        Eggstravaganza • Lil' Commando Community Park
- 18 May**           Summer Bash • Base Pool (Aquatic Center)
- 22 June**           Freedom Fest • Soundside Marina
- 10 August**        Beach Bash • Soundside Marina
- 21 September**    Oktoberfest • Soundside Club
- 26 October**       Fall Fest "Haunted Lakes" • Gator Lakes Golf Course
- 30 November**    Tree Lighting/Winter Wonderland • Memorial Air Park

# Sponsorship OPPORTUNITIES

The Commercial Sponsorship Program on Hurlburt Field provides businesses direct, targeted access to a community of nearly 90,000 active duty, reserve, civilian, retirees, and family members. Hurlburt Field is the fourth highest populated installation in the U.S. Air Force.

Build a relationship with our lucrative market through monetary or in-kind support of one of our many on-base events throughout the year. Our marketing staff will personally tailor a sponsorship package to fit your budgetary and marketing objectives; in turn, deliver business recognition and a guaranteed return for your support of our vibrant community.

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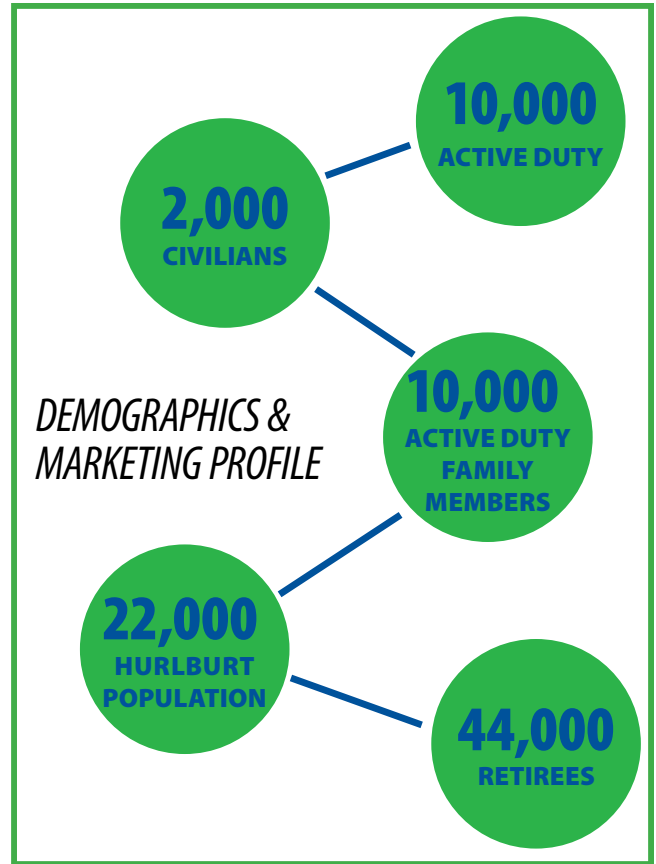
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# Gain exclusive access to secured on-base events through our Commercial Sponsorship Programs!



## ELITE LEVEL

Logo recognition on all relevant event material: print, web and digital

- Banner display
- 3 verbal announcements at event
- Information/product display
- Annual recognition
- After-action report
- One time advertisement of print or web media
- Event-tailored marketing



## MID-LEVEL

Logo recognition on all relevant event material: print, web and digital

- Banner display
- 1 verbal announcement at event
- Information/product display
- Annual recognition
- After-action report



## ENTRY LEVEL

Logo recognition on all relevant event material: print, web and digital

- Banner display
- Information/product display
- Annual recognition
- After-action report

# CONTACT

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