

AfSA

MAGAZINE

THE OFFICIAL PUBLICATION OF THE AIR FORCE SERGEANTS ASSOCIATION | www.hqafsa.org

2015!

MEDIA KIT

REACH ALL BRANCHES OF SERVICE,
ALL COMPONENTS,
ALL GRADES AND RANKS,
AND ALL CAREERS

Photo by: Staff Sgt. Kenny Holston





WHO WE ARE.

The Air Force Sergeants Association is the largest enlisted organization of its kind, with 110,000 dues-paying members. AFSA is a federally chartered, 501C(19) nonprofit organization representing the professional and personal interests of Airmen, Veterans, and their families.

AFSA is a global association with local impact. Our members live in all 50 states and across Europe, and strive to make a difference in their local communities.

Members are organized in 135 chapters throughout the world, with 120 chapters in the United States and 15 Overseas. The chapters provide professional development, opportunities for community involvement, and a strong sense of fraternalism.

Since 1961, AFSA has been the only organization dedicated solely to the people who wear or who have worn the stripes: enlisted Airmen. AFSA's mission is to advocate for improved quality of life and economic fairness to support the well-being of the U.S. Air Force enlisted Airmen, Veterans, and their families. To achieve this mission, AFSA works closely with the U.S. Congress and the U.S. Department of Defense.

THE AFSA MAGAZINE.

AFSA Magazine is delivered to the homes of **85,000** members bi-monthly, and provided in a digital format to another 20,000 members. The magazine keeps members connected by highlighting issues important to them: legislative updates on Military and Veteran issues, photos of fellow AFSA members in action, interviews with senior Air Force, Veterans Affairs and government officials, features about enlisted members past and present, and "the rest of the story" on topics that directly affect their lives and the lives of their families.

OUR REACH.

Because our membership includes active-duty members, members of the Air National Guard, the Air Force Reserve, military retirees, Veterans, and their families, the reach of the magazine is broad and deep. In addition to our members:

- 435 copies of every *AFSA Magazine* are delivered to members of the U.S House of Representatives.
- 100 copies go to Congressmen in the U.S. Senate.
- 50 Copies are delivered to senior Department of Defense leaders in the Pentagon.
- Every issue is mailed to 55 Fisher Houses, which provide military families housing close to a loved one during hospitalization for an illness, disease, or injury, and 18 Veterans Administration medical centers.
- The magazine is mailed to 140 State Veterans Homes across the country.

WHO SHOULD ADVERTISE IN AFSA MAGAZINE?

- Companies interested in doing business with the U.S. Air Force.
- Organizations with products and services that appeal to a wide audience — from young military members raising families to empty-nester Veterans.
- Educational institutions with quality education opportunities for Veterans and family members ready to use their GI Bill benefits to attend college.
- Businesses seeking to hire Veterans.
- Companies that wish to align themselves with the U.S. Air Force, its men and women, Veterans, and their families.

OUR AUDIENCE.

What does AFSA membership say about our readers?

PATRIOTIC: AFSA is built on a respect for the red, white, and blue, and its mission is to fight for the men and women who have fought for our country. Those who join us identify with those values.

ENGAGED: They take charge of their future and that of their families by seeking out an organization that can amplify their voice on Capitol Hill.

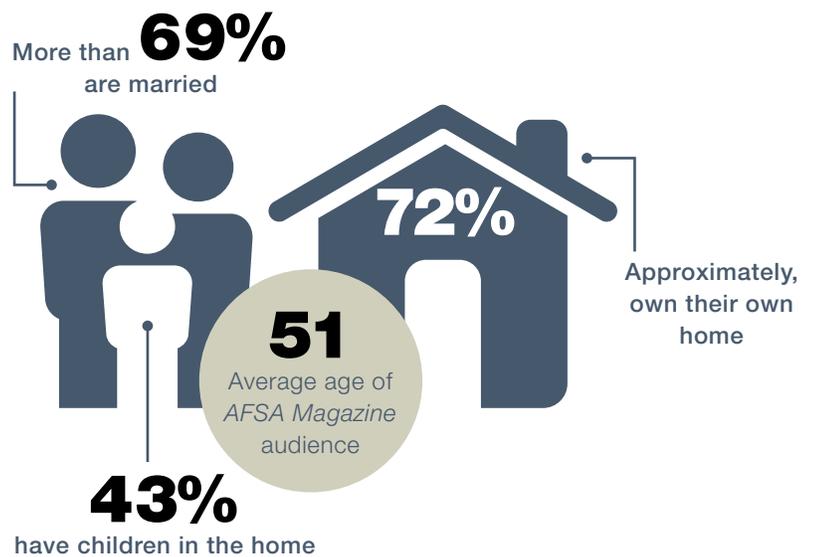
CARING: AFSA chapters reach out to their communities in a variety of ways: collecting food for local shelters, taking on the care of Veteran cemeteries, tutoring in elementary schools, sponsoring patriotic ceremonies, and partnering with civil leaders on issues that are important to the community.

READERSHIP DEMOGRAPHICS.

60% are **50 or older**, receiving military retirement pay and a salary or retirement from a second career.

40% are young, energetic, and athletic consumers with strong buying power and good credit reports.

The average household income is **\$74,000**.



EDITORIAL CALENDAR

JAN/FEB

Almanac Issue: A valuable member resource with a long shelf life.

MAR/APR

Transition: With the military services drawing down their numbers, many Airmen are leaving the Air Force and transitioning to civilian life. This issue will focus on tools to help them make a smooth transition.

MAY/JUN

Education and Training: The Air Force is known as a highly specialized force. We'll look at some of what goes into shaping men and women into highly trained Airmen.

JUL/AUG

Annual Conference Issue: The Professional Airmen's Conference will be held in San Antonio, Texas, bringing together members with Air Force and Congressional leadership for five days of professional development.

SEP/OCT

Veterans: The number of Veterans in America is now only 7% of the population, and only 19% of Congress have military experience. We will preserve some interesting Veterans' stories and look at issues of particular interest to them.

NOV/DEC

Away from Home for the Holidays: In this issue, we'll look at how the Air Force helps share greetings from Airmen who are serving abroad, connecting them with their families back home.

THE NUMBERS

CALENDARS/SPECS/RATES

If you would like to bolster your company's visibility in the military world, advertise in *AFSA Magazine*!

ISSUE	SPACE RESERVATION	DATE MATERIALS DUE	EARLIEST IN HOME
JANUARY/FEBRUARY	December 12, 2014	December 19, 2014	February 12, 2015
MARCH/APRIL	February 16, 2015	February 27, 2015	April 9, 2015
MAY/JUNE	April 16, 2015	April 29, 2015	June 11, 2015
JULY/AUGUST	June 17, 2015	June 30, 2015	August 13, 2015
SEPTEMBER/OCTOBER	September 1, 2015	September 15, 2015	October 29, 2015
NOVEMBER/DECEMBER	October 16, 2015	October 29, 2015	December 12, 2015

AD SIZE SPECS

FULL PAGE (with bleed)	8.5" x 10.75" (includes trim size of 8.25" x 10.5" plus 0.125" bleed on all sides)
FULL PAGE (no bleed)	7.75" x 10"
2/3 PAGE VERTICAL	5" x 10"
2/3 PAGE HORIZONTAL	7.75" x 6.5"
1/2 PAGE VERTICAL	3.5" x 10"
1/2 PAGE HORIZONTAL	7.75" x 5"
1/3 PAGE HORIZONTAL	7.75" x 3.125"
1/4 PAGE VERTICAL	3.5" x 4.75"
1/4 PAGE HORIZONTAL	7.75" x 2.28"
1/6 PAGE VERTICAL	2.75" x 4.75"
1/6 PAGE HORIZONTAL	3.5" x 3.125"
2/3 PAGE BACK COVER	8.5" x 6.75" (with bleed)

PRINT SPECS:

MECHANICAL SPECS

Trim Size: 8.25" x 10.5"

Bleed: 0.125"

Live Area: 7.75" x 10"

ACCEPTABLE FILE FORMAT

- High-resolution print-ready PDF/X1a file. (View specifications at swop.org or adobe.com, search on PDF/X compliance.)
- All fonts must be outlined or embedded.
- All images must be 300 dpi.
- Crop marks and colors bars should be outside printable area (0.125" offset)
- One ad page per PDF document.

COLOR

- Color ads must be CMYK process color format. No RGB, LAB, or Spot/PMS colors will be accepted.
- Black and white ads should use black only, images should be grayscale.
- 2-color ads should be built from CMYK process color.
- Ink density not to exceed 300%.
- Black text 12pt or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

SUBMITTING FILES:

EMAIL

Files 10MB or smaller can be attached to email submitted to: afsacomm@hqafsa.org

DROPBOX.COM

Files larger than 10MB should be uploaded to Dropbox.com:

(If you already have a Dropbox account you will need to sign out and then sign back in using the following information.)

User: glcadssubmit@glcdelivers.com

Password: GLCADS-900 (password is case sensitive)

Upload your file into the AFSA_Magazine_Ads folder. When file upload is complete, send an email to: afsacomm@hqafsa.org

FOR MORE INFORMATION OR TO RESERVE SPACE, CONTACT: Darla J. Torres, Director of Communications

Air Force Sergeants Association, 5211 Auth Road, Suitland MD 20746

PHONE: 301.899.3500 • **FAX:** 301.899.8136 • **EMAIL:** afsacomm@hqafsa.org



2015 RATES

FULL COLOR

Ad Unit	1x	3x	6x	12x	18x
Full Page	\$3,500	\$3,395	\$3,296	\$3,195	\$3,095
2/3 Page	\$3,000	\$2,910	\$2,820	\$2,735	\$2,650
1/2 Page	\$2,485	\$2,410	\$2,340	\$2,270	\$2,200
1/3 Page	\$2,040	\$1,980	\$1,920	\$1,865	\$1,810
1/4 page	\$1,700	\$1,650	\$1,600	\$1,550	\$1,500
1/6 Page	\$1,450	\$1,405	\$1,365	\$1,320	\$1,280

BLACK AND WHITE

Ad Unit	1x	3x	6x	12x	18x
Full Page	\$2,800	\$2,716	\$2,635	\$2,555	\$2,475
2/3 Page	\$2,380	\$2,310	\$2,240	\$2,170	\$2,105
1/2 Page	\$1,785	\$1,730	\$1,680	\$1,630	\$1,580
1/3 Page	\$1,340	\$1,300	\$1,260	\$1,220	\$1,185
1/4 page	\$1,000	\$970	\$940	\$910	\$885
1/6 Page	\$750	\$728	\$705	\$685	\$665

COVER AND PREFERRED POSITION

Position	Rate
Cover 2	Earned rate plus 25%
Cover 3	Earned rate plus 10%
Cover 4	Earned rate plus 35%
Opposite TOC	Earned rate plus 15%

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