AFSA MAGAZINE

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

MEDIA KIT 2023

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

AFSA

WHO WE ARE

Founded in 1961, the Air Force Sergeants Association (AFSA) legislates, advocates and educates America's elected, military and community leaders in support of the quality of life for our 100,000 military members and their families.

A federally chartered 501C(19) nonprofit organization, AFSA is a global organization with a local impact. With 7 Divisions and 125 Chapters our members strive to make a difference within their local communities.

AFSA programs provide a wide range of opportunities for professional and leadership development, resiliency training, continued education and scholarship opportunities, family and community involvement and support.

AFSA MEMBERSHIP is open to all:

- UNIFORMED SERVICES: Active Duty, Guard, Reserve, Retired and Veteran Military Members (Joint Services Enlisted and Commissioned Officers), Public Health Services (PHS), and National Oceanic Atmospheric Administration (NOAA) personnel;
- FAMILY MEMBERS of Uniformed Service Members;
- ASSOCIATE MEMBERS: DoD Civilians, Civil Air Patrol, JROTC, Mission Partners/Sponsors and all Military Supporters.

AFSA MAGAZINE

AFSA Magazine is delivered in a digital format to the entire AFSA membership via direct emails (approximately 120,000 - 136,000) and throughout the registered social media outlets. *AFSA Magazine* is also mailed directly to subscribers, supporting organizations, military and congressional leadership, veterans organizations, and mission partners. The AFSA Magazine keeps members connected by highlighting issues that matter to them; legislative updates on Military and Veteran issues; photos of AFSA members in action, articles featuring military leadership stories and opportunities, historical commentaries, and topics that directly affect the lives and lives of their families.

OUR REACH

Because our AFSA membership includes active-duty members, members of the Guard, the Reserves, military retirees, Veterans; Public Health Services (PHS), and National Oceanic Atmospheric Administration (NOAA) personnel and their families; DoD Civilians, Civil Air Patrol, JROTC, mission partners, military sponsors and supporters, the reach of the AFSA MAgazine is broad and deep. In addition to our membership, the magazine is distribute to:

- Military leadership within the Pentagon
- Members of the U.S. House of Representatives
- Congressional leadership in the U.S. Senate
- Veterans Administration
- State Veterans Homes across the country

WHO SHOULD ADVERTISE IN THE AFSA MAGAZINE?

- Companies interested in doing business with the US Armed Forces.
- 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.
- Corporations with franchise Opportunities.
- Companies that wish to align themselves with the U.S. Armed Forces, its men and women, Veterans and their families.
- Companies with patriotic products and services.

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 futures and those of their families by seeking out an organization that can amplify their voices 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 civic leaders on issues that are important to the community.

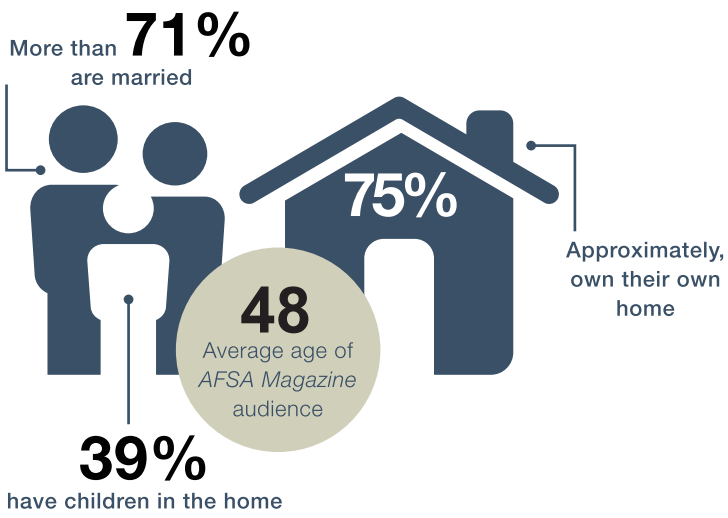
READERSHIP DEMOGRAPHICS.

45% are **50 or older,** receiving military retirement pay and salary or retirement from a second career.

Our fastest growing population is active-duty military seeking professional development and continued educational opportunities.

56% have strong buying power, growing families and good credit report.

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



EDITORIAL CALENDAR

WINTER

Almanac Reference Guide: A valuable member resource with information about senior Air Force enlisted leaders, enlisted history and AFSA leadership.

SPRING

Annual Report: A compre hensive report on AFSA's membership, activities, benefits and financial per-formance throughout the preceding year.

SUMMER

Annual Conference: Celebrating a history of success. The 2018 Professional Airmen's Conference brings together AFSA members with Air Force, Military and Congressional leadership for five days of professional development.

FALL

Awards & Honors: In this issue, we'll honor our inter-national and regional award recipients, and offer highlights from the AFSA Professional Airmen's Conference.

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	PUBLISH DATE
WINTER	December 15	January 15	February 15
SPRING	March 15	April 1	May 15
SUMMER	July 1	July 15	August 15
FALL	September 15	October 15	November 15

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"
⅔ PAGE VERTICAL	5" x 10"
⅔ PAGE HORIZONTAL	7.75" x 6.5"
½ PAGE VERTICAL	3.5" x 10"
½ PAGE HORIZONTAL	7.75" x 5"
⅓ PAGE HORIZONTAL	7.75" x 3.125"
¼ PAGE VERTICAL	3.5" x 4.75"
¼ PAGE HORIZONTAL	7.75" x 2.28"
⅙ PAGE VERTICAL	2.75" x 4.75"
⅙ PAGE HORIZONTAL	3.5" x 3.125"
⅔ 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 afsacomm@hqafsa.org

Files 10MB or smaller can be attached to email submitted to:

DROPBOX.COM

Files larger than 10MB should be uploaded to Dropbox.com: Email to afsacomm@hqafsa.org for Dropbox details.

FOR MORE INFORMATION OR TO RESERVE SPACE, CONTACT:

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ADVERTISING RATES

FULL COLOR

Ad Unit	1x	2x	3x	4x
Full Page	$3,500	$3,395	$3,296	$3,195
⅔ Page	$3,000	$2,910	$2,820	$2,735
½ Page	$2,485	$2,410	$2,340	$2,270
⅓ Page	$2,040	$1,980	$1,920	$1,865
¼ Page	$1,700	$1,650	$1,600	$1,550
⅙ Page	$1,450	$1,405	$1,365	$1,320

BLACK AND WHITE

Ad Unit	1x	2x	3x	4x
Full Page	$2,800	$2,716	$2,635	$2,555
⅔ Page	$2,380	$2,310	$2,240	$2,170
½ Page	$1,785	$1,730	$1,680	$1,630
⅓ Page	$1,340	$1,300	$1,260	$1,220
¼ Page	$1,000	$970	$940	$910
⅙ Page	$750	$728	$705	$685

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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