

AfSA

MAGAZINE

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

2017 |
MEDIA KIT



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



WHO WE ARE.

The Air Force Sergeants Association is the largest enlisted organization of its kind, with 100,000 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 into 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 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.

AFSA MAGAZINE.

AFSA Magazine is delivered to the homes of **65,000** members bi-monthly, and provided in a digital format to another 23,000 members. The magazine keeps members connected by highlighting issues that matter 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 18 Veterans Administration medical centers and 55 Fisher Houses, which provide military families with housing close to a loved one during hospitalization for an illness, disease or injury.
- 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.
- Corporations with franchise opportunities.
- 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 futures and those of their families by seeking out an organization that can amplify their voices on Capitol Hill.

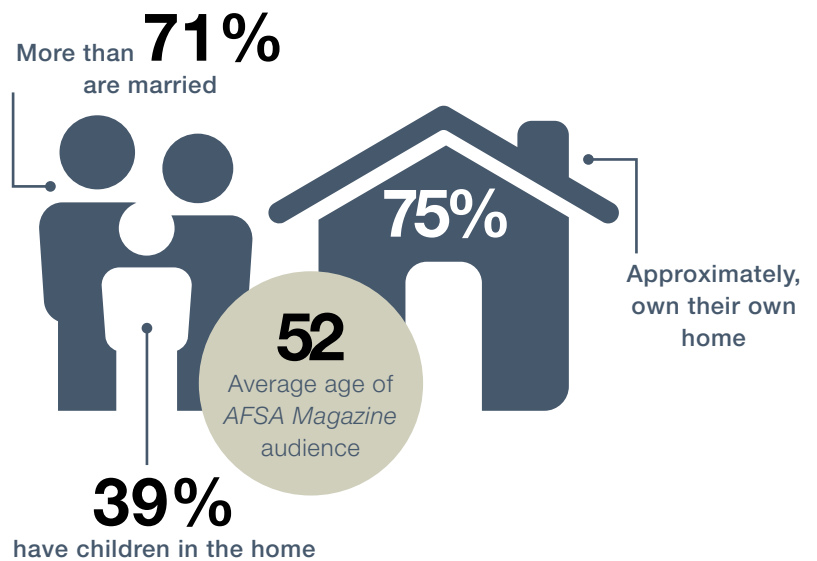
CARING: AFSA chapters reach out to their communities in a variety of ways: collecting food for local shelters, taking on the care of Veteran cemeteries, tutoring in elementary schools, sponsoring patriotic ceremonies and partnering with civil leaders on issues that are important to the community.

READERSHIP DEMOGRAPHICS.

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

40% have strong buying power, growing families and good credit reports.

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 comprehensive report on AFSA's membership, activities, benefits and financial performance throughout the preceding year.

SUMMER

Annual Conference: Celebrating 55 years—a history of success. The 2016 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 international and regional award recipients, and offer highlights from the AFSA Professional Airmen Conference.

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
WINTER	December 16, 2016	January 6, 2017	February 13, 2017
SPRING	March 31, 2017	April 12, 2017	May 19, 2017
SUMMER	June 16, 2017	June 26, 2017	August 4, 2017
FALL	September 15, 2017	September 27, 2017	November 3, 2017

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: Andrea Sanford, Marketing Manager

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COVER STORY

AMID UNCERTAINTY AND CHANGE, THE CHARACTER OF OUR AIRMEN REMAINS AS STRONG AS EVER

By Chief Writer Stephen A. Kelly
Photo: Peter A. DeLuca

The last three years have been a whirlwind of uncertainty and change. We've watched the common denominator of our profession... (text continues)

PROUD. PROFESSIONAL. PERFORMERS.

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COVER STORY

A HARD FIGHT HOME COMING

WHAT THE NATIONAL LEAGUE OF POW/MIA FAMILIES MEANS TO AMERICA

By Ann Kelly O'Brien, Chairman of the Board & CEO, National League of POW/MIA Families

Contemplating the progress of the recovery mission over the last 40-plus years, we must look to the future... (text continues)

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2017 RATES

FULL COLOR

Ad Unit	1x	2x	3x	4x
Full Page	\$3,500	\$3,395	\$3,296	\$3,195
2/3 Page	\$3,000	\$2,910	\$2,820	\$2,735
1/2 Page	\$2,485	\$2,410	\$2,340	\$2,270
1/3 Page	\$2,040	\$1,980	\$1,920	\$1,865
1/4 Page	\$1,700	\$1,650	\$1,600	\$1,550
1/6 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
2/3 Page	\$2,380	\$2,310	\$2,240	\$2,170
1/2 Page	\$1,785	\$1,730	\$1,680	\$1,630
1/3 Page	\$1,340	\$1,300	\$1,260	\$1,220
1/4 Page	\$1,000	\$970	\$940	\$910
1/6 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%

COVER STORY

TRUE

GRIT

AIR FORCE SHIFTS PARADIGM TO PREVENT VETERAN SUICIDES

By Alicia Taggart 2017

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