

# ADVERTISING OPPORTUNITIES AT LITTLE ROCK AIR FORCE BASE

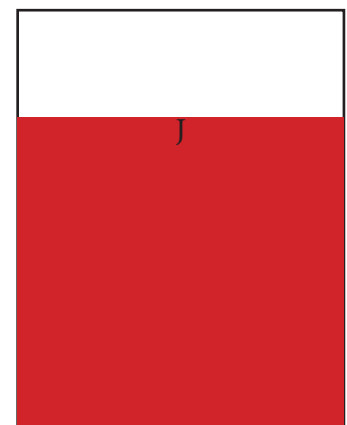
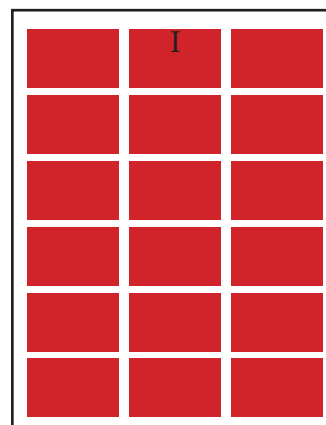
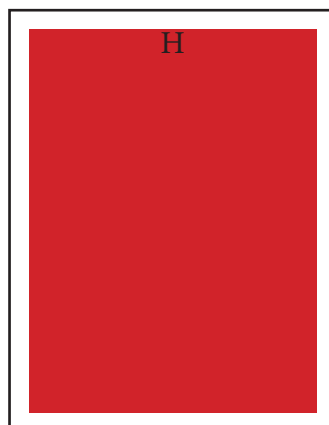
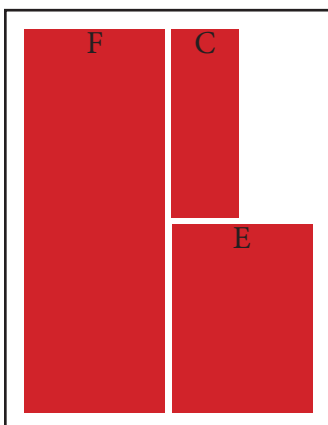
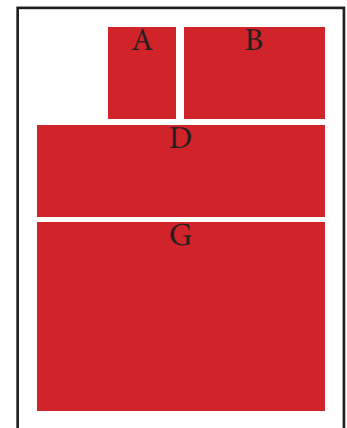
## ROCKIN' AT THE ROCK MAGAZINE

Highlighting Little Rock Air Force Base events and activities, our newly redesigned *Rockin' At The Rock* magazine publishes monthly. It is a full color, glossy, full-bleed superior and high-quality product. Combining the 3,500 issues monthly with our average readership of 2.6 consumers per issue, your message will be seen more than 9,100 times each month by those people who are ready, willing and able to buy your product or service. It is also available on our website for added readership by the off-base community, and it is direct-mailed to club members.

**Rockin At The Rock is the best and most targeted way to reach the military community!**



AD SIZE AND ORIENTATION	WIDTH X DEPTH (IN PICAS)	RATE PER RUN*		
		1X	6X	12X
A. 1/16 Portrait	10p6 x 14p3	\$50	\$40	\$30
B. 1/8 Landscape	22p x 14p3	\$100	\$80	\$60
C. 1/8 Portrait	10p6 x 29p6	\$100	\$80	\$60
D. 1/4 Landscape	45p x 14p3	\$200	\$180	\$160
E. 1/4 Portrait	22p x 29p6	\$200	\$180	\$160
F. 1/2 Portrait	22p x 60p	\$400	\$360	\$320
G. 1/2 Landscape	45p x 29p6	\$400	\$360	\$320
H. Full	45p x 60p	\$600	\$540	\$480
I. Coupon Page <sup>^</sup>	14p4 x 9p2	\$40	\$32	\$24
J. Back Page Premium (with full bleed)	51p x 49.5p	\$810	\$729	\$648



\*Premium placement ads on the inside front or inside back will be billed at a rate of 35% above the regular price per insertion if specially requested.

<sup>^</sup>Ads on our coupon page will also be placed on the rockinattherock.com website's coupon page, gaining you double exposure.

## ROCKINATTHE ROCK.COM WEBSITE



The newly launched [www.rockinattherock.com](http://www.rockinattherock.com) website is the most comprehensive online resource for Morale, Welfare and Recreation events and programs at Little Rock Air Force Base. The site is a revamp of the former 19fss.com website, which received more than 4,000 unique views per month by military members, as well as the general public. It is managed daily by an in-house webmaster who keeps the content fresh and up-to-date. Your ad can be changed as needed. **We can host your stationary ad on our home page with a clickable link to your company's page or a larger version of your ad.**

Home Page Ad Size: 296 x 75 pixels

## E-BLASTS & DIGITAL MEDIA

Take advantage of our increased digital media presence by advertising directly to people who want to hear from us and our partners. In our digital advertising campaigns, we'll include mentions of your business in our once-weekly base-wide emails and ongoing daily promotions on our digital media platforms. The nature of advertising will be short blurbs and thumbnail photos, rather than actual ads. This advertising medium is reserved for companies who are promoting a specific military discount or military-driven event at their business.

DURATION	PRICE
One Week	\$200
One Month	\$350

## TV SCREENS

Our 24 Qubica TV screens in the bowling center and eight monitor screens in other high-traffic facilities throughout the base offer a continuously revolving loop of event information and advertising. Your ad can change monthly and offer thousands of impressions a week!

# ADS MONTHLY	PRICE
One Ad	\$150
Two Ads	\$250

## FORMATTING REQUIREMENTS

- High quality PDF is preferred
- PDFs must contain only 4-color process images (CMYK)
- All images provided for ads should be final, color-corrected, hi-resolution (300 dpi) CMYK files. Hi-res images should not be scaled more than 115% to maintain image quality.
- All ads submitted should be suitable to print as-is. 19th FSS Marketing cannot be responsible for any errors in content or PDF files prepared incorrectly.
- 19th FSS reserves the right to refuse advertisement based on objectionable content.

## DEADLINES

The deadline for ads and their corresponding contracts is by the first of each month prior to the month in which you'd like to advertise. For instance, an ad set to run in the September issue must be at our office no later than August 1.

## ADVERTISING DISCLAIMER

All paid advertising must be accompanied with a "Paid Ad. No Federal endorsement of advertiser intended." disclaimer clearly stated on the ad.