

BUCKLEY AFB

Military Demographics

The total economic impact of Buckley Air Force Base is estimated at \$1.1 billion. * Want to reach this audience?

Active Duty
3,156



Guard/Reserve
3,309



Contractors
2,427

Civilians
3,843



Retirees/Dependants
36,600

Veterans
40,000



**Total
Buckley AFB
92,039 plus**



*Based on Fiscal Year 2008

Military men and women from all five services are stationed here at Buckley AFB.

Buckley boasts a population of over 90,000 people. What better way to target this expanding market than to advertise in the NewsFlash! The NewsFlash newsletter is produced by the 460th Force Support Squadron to promote programs and activities on the base.

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Ad Rates

Monthly

| | | |
|-----------------|-----------------------|-------|
| Back Cover..... | ¾ Page (7¾" w x 7" h) | \$350 |
| | ½ Page (3¾" w x 7" h) | \$200 |
| | Banner (7¾" w x 1" h) | \$75 |

| | | |
|-------------|---------------------------|-------|
| Inside..... | Full Page (7¾" w x 9⅞" h) | \$325 |
| | ½ Page (7¾" w x 5" h) | \$175 |
| | ¼ Page (3½" w x 4¾" h) | \$100 |
| | ⅛ Page (3½" w x 2½" h) | \$75 |

Multiple Issue Discounts (3 months)

| | | |
|-----------------|--------|-------|
| Back Cover..... | ¾ Page | \$900 |
| | ½ Page | \$450 |
| | Banner | \$150 |

| | | |
|-------------|-----------|-------|
| Inside..... | Full Page | \$825 |
| | ½ Page | \$375 |
| | ¼ Page | \$200 |
| | ⅛ Page | \$125 |

Camera ready artwork should be submitted on CDR, EPS, JPEG or PDF file. A \$35 initial set-up fee will be charged unless original art-work is supplied (One time fee for multiple months). The Force Support Squadron has the right for final review of content of all ad material. Ad space will be taken on a first-come, first serve basis... space is limited. Rates subject to change without notice.

Frequency: Monthly Magazine

Circulation: 1000 and posting on web site

Base Population: Approximately 90,000

Distribution: 1,000 distributed on Buckley Air Force Base, including every home on base

Format: 8 pages, 8½ x 11, full color glossy