

The View Magazine Advertising Rate Sheet

Frequency: Bi-monthly
Circulation: 8,000
Base Population: Approximately 22,000
Distribution: Delivered to BX, Commissary, all Services facilities. 2,000 mailed directly to customers
Format: 12-16 pages, 8 1/2 x 11; full color, glossy



Sample Ads

Kirtland AFB Military Demographics

AFMC Personnel

Active Duty Military.....	1,542
Civilian.....	1,372
Total AFMC Personnel.....	2,914

Air Force Mission Partner Personnel

Active Duty Military.....	2,242
Civilian.....	450
Total Tenant Personnel.....	2,692

Total Base Personnel

Active Duty Military.....	3,784
Civilian.....	1,822
Total Base Personnel.....	5,606

Military Family Member Data

Officer.....	1,859
Enlisted.....	2,976
Total.....	4,835

Kirtland AFB is Albuquerque's largest employer boasting a base population of up to 20,000 people. What better way to target this expanding market than to advertise in the View. The View is produced by the 377th Force Support Squadron to promote programs and activities on the base. It is distributed to over 25 facilities base wide including Fitness Centers, Golf Course, Air Base Wing, Eating Establishments, and more.

Ad Rates

Full Color (inside pages and back cover)

Full page	\$1,045
1/2 page	\$650
1/4 page	\$350
1/8 page	\$175

Multiple Issue Discounts

Full page ad	\$990
1/2 page ad	\$600
1/4 page ad	\$330
1/8 page ad	\$150

*Multiple Issues=minimum 2 issues (2 month self-life per issue)

12 Month Discount 5% off multiple month rate for any size ad in The View!

Camera ready art work should be submitted on CDR, EPS, TIFF, WMF or JPEG file. A \$45 initial set-up fee will be charged unless original art-work is supplied. (One time fee for multiple months.) 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

For more information, contact:

377 FSS/FSK
 Lauren Wolcott, Commercial Sponsorship Coordinator
 Phone: 505-853-1213
 FAX: 505-846-6125
 E-mail: lauren.wolcott@kirtland.af.mil

8 ½" X 11" Full Page

1 Issue - \$1045/issue
Multiple Issues - \$990/issue

2010 Special

5% off when you advertise for
12 full months in
The View Magazine

Offer valid on any size ad
(Space limitations apply...act now)

- *Multiple month discount provided with signed purchase order from 2-5 issues
- *6 issue 5% discount provided in *The View* upon receipt of a valid, signed purchase order for advertisement in 6 consecutive issues.

4" X 4" Quarter Page

1 Issue - \$350
Multiple Issues - \$320/month

Get a ***VIEW***
of our prices!

Ad space will be taken on a first-come-first served basis...space is limited!

Rates subject to change without notice.

Force Support Squadron has the right for final review of content of all ad material.

Camera ready art should be submitted on CDR, EPS, TIFF, WMF or JPEG file.

Use the direct approach to reach potential customers in a timely manner - advertise in *The VIEW!* Call 505-853-1213 for details on pricing and contract agreements.

4" X 11" Half Page or 5½" X 8"

1 Issue - \$650
Multiple Issues - \$600/issue

2" X 4" BUSINESS CARD

1 Issue - \$175
Multiple Months - \$150/issue