

About Vance Air Force Base

Vance Air Force Base

As the Air Force's only Joint Specialized Undergraduate Pilot Training (JSUPT) base, the 71st Flying Training Wing, trains United States Air Force, Navy, Marine Corps and allied student pilots. Employing more than 2,500 military and civilian personnel, the Wing maintains 724 facilities and flies over 90,000 flying hours using the base's 200+ T-38, T-1 and T-6 aircraft.

Vance Services

Services activities at Vance Air Force Base include a wide variety of recreational and leisure time activities that are the essence of the quality-of-life programs for the Air Force community. This includes active duty and retired Air Force members and families, Guard and Reserve members, other area military services and federal employees. This valuable consumer market is available to you through Services' print and website advertising options outlined in this brochure.

Vance AFB Demographics*

Officers (non-students)	306
Officers (student pilots)	582
International Students	11
Enlisted	341
Maritime Military (non-students)	31
Reservists	88
Civilian Employees	226
Contract Employees	1100
Military Family Members (Air Force)	1274
Military Retirees (Enid area)	900
Military Retirees (Local region)**	2500

**Including Enid

*Based on current data FY08

Economic Impact on Local Area*

Primary Jobs	2,519
Secondary Jobs	900
Military/Government Payroll	\$60.3M
Contract/Private Payroll	\$54.7M
Construction Program	\$16.3M
Service Contracts	\$8.1M
Healthcare	\$7.4M
Temporary Duty	\$.15M
Other Materials and Supplies	\$44.7M
Education	\$.08M
Direct Impact	\$198.9M
Secondary Impact	\$29.3M
TOTAL	\$224.7M

*Based on current data FY07



For More Information Contact:

71st Force Support Squadron
400 Young Road, Suite 211
Vance AFB, OK 73705

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Website: www.vanceservices.us



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Vance Air Force Base Services

ADVERTISING OPTIONS

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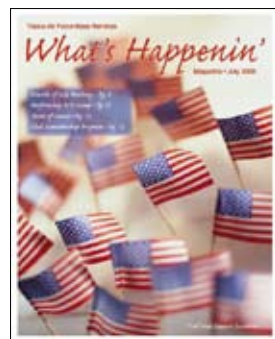


ADVERTISING OPTIONS

Print Advertising

What's Happenin' Magazine

What's Happenin', the Vance Services monthly publication, is the primary source for all Services activities and events. It's the place the Vance community turns to when looking for information on special events, seasonal activities, the local Enid area, human-interest items and much more. With a circulation of 1,250, this free magazine is mailed directly to an off-base list of 300, which is comprised largely of local military spouses and retirees. On base it is distributed to all squadrons and offices, all Services facilities (Fitness Center, Library, Vance Club, etc.) the Commissary, Base Exchange and Clinic. It is also delivered to each base house and dormitory lounge, as well as other high-traffic areas on base for pick-up.



Design Specifications

- Camera-ready materials should be submitted in .jpg or .pdf formats. Deadline for artwork is by the 10th of the month prior to publication.
- A \$50 ad design fee will apply if a camera-ready ad is not supplied. Minor changes to existing ad are due by the 10th of the month prior to publication.

Ad Deadlines

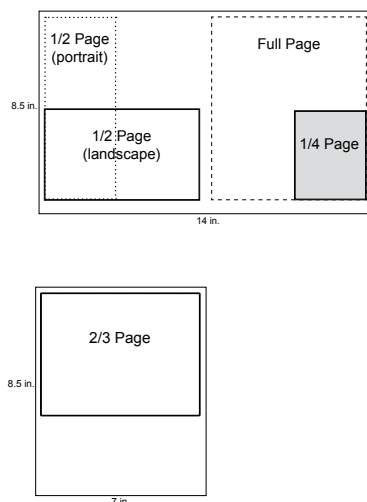
- 10th of the month prior: Ad design submission and minor copy changes needed
- 15th day of the month prior: Signed contract and payment are due
- 25th day of the month prior (or before): Payment for ad is required
- 1st day of the month (or before): Magazine is distributed

Print Advertising Rates

Ad Size	Dimensions (w x h)	Monthly Rate	Annual Contract Rate (12 months)
Black and White			
Full Page	6.5 in. x 7.5 in.	\$115	\$1104 total, \$92/mo. (20% savings)
1/2 Page (landscape)	6.5 in. x 3.75 in.	\$80	\$768 total, \$64/mo. (20% savings)
1/2 Page (portrait)	7.5 in. x 3 in.	\$80	\$768 total, \$64/mo. (20% savings)
1/4 Page	3 in. x 3.75 in.	\$45	\$432 total, \$36/mo. (20% savings)
Full Color - Inside Front or Back Covers (limited availability)			
Full Page	6.5 in. x 7.5 in.	\$200	\$1920 total, \$160/mo. (20% savings)
2/3 Page	6.5 in. x 5 in.	\$165	\$1584 total, \$132/mo. (20% savings)
1/2 Page	6.5 in. x 3.75 in.	\$140	\$1344 total, \$112/mo. (20% savings)
1/4 Page	3 in. x 3.75 in.	\$77	\$739.20 total, \$61.60/mo. (20% savings)
Category Exclusivity*		Additional Fee (rate is added to Full Page annual contract rate)	
Full Page	6.5 in. x 7.5 in.	+\$1700	\$1920 total, \$160/mo. (20% savings)

*Applies only to Full Page B&W or Color Ad commitment
 *Applies only to Annual Contract commitment (12 months)
 *Only applicable to open advertiser categories, not including business categories with current ad contracts

Ad Sizes



Web Advertising

WWW.VANCESERVICES.US

To find out what's happenin' on base, Vance team members and their families visit www.vanceservices.us, the Services website. Redesigned in the summer of 2008, the site includes information on Services hours and locations, activities, special events, free weekly classes and sponsorship and employment opportunities. The Services website averages 770 hits per month, approximately 25 viewer sessions per day. Since the site's redesign, 61% of the visitors are new.*

*based on a report through 23 Oct 08

Design Specifications

- Website includes a full color feature ad space with link, viewable on the right-hand side of all 34 pages of the website.
- Camera-ready artwork should be submitted in a .jpg format and be a 1.83 in. square in size (132 pixels x 132 pixels)
- A \$50 fee will apply if changes are made to an existing ad.

Ad Deadline

- Payment for ad is required at time of contract finalization and before the ad is posted on the website.



Ad Space

Web Advertising Rates

Ad Size	Dimensions (w x h)	Monthly Rate	Annual Contract Rate (12 months)
Full Color Feature Ad with Link (limited availability)			
Square 1.83 in.	132 pixels x 132 pixels	\$100	\$960 total, \$80/mo. (20% savings)
Sponsor Link to Vance Services Website			
		\$50	\$480 total, \$40/mo. (20% savings)