

The EDGE Media Kit

The EDGE is the 78th Force Support Squadron (FSS) monthly publication. It is the primary source of FSS information for the local Robins AFB community on all FSS events, seasonal activities, special programs, classes, entertainment and more.

Eight thousand EDGE magazines are printed each month. Approximately 4,000 of the 8,000 are mailed to the homes of Horizons (Officers' Club), Heritage Club (Enlisted Club), Annual Green Fee and Aero Club members. The remaining magazines are distributed throughout the Robins Air Force Base community and placed in newsstands in prominent locations.

Market Profile:

Active Duty Military 6,080

- Retired Military 6,500
- Reserve/ANG 1,400
- DOD Civilian Employees 15,000
- Contractor Employees 3,245

*Figures based on Robins AFB Economic Impact Study
About 66% of our surveyed population say they read the FSS Edge.*

Deadlines:

Advertisement is due the first day of the month prior to the month of publication.

Payment:

Payment is due on the first business day of the month prior to the month of publication. If your payment is not received by the sixth business day of the month prior to print month, your ad will not be published.

Production:

If you do not have a ready-made file, our graphics department will be more than happy to create an ad for you per your vision and specifications.

We can accept ready-made ads, which must be submitted in PDF or TIF files with a resolution of 300 DPI or higher. Additional costs may be incurred for bleeds.

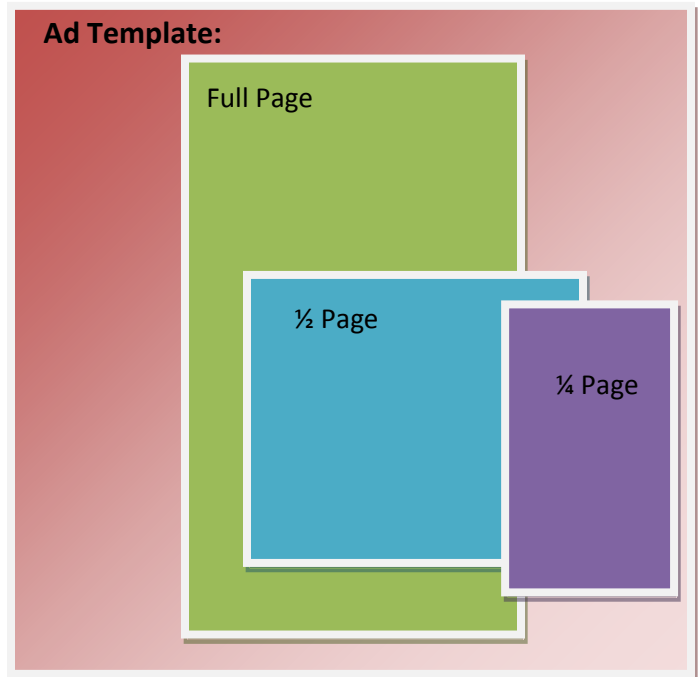
Formats:

- Adobe Photoshop CS4
- CorelDRAW X4
- EPS, TIF, JPEG files
- Convert special fonts to outline
- Include all link files and artwork

Publisher:

78th Force Support Squadron
Marketing Department (78 FSS/FSK)
755 Warner Robins Street
Robins AFB, GA 31098-1469
Phone: (478) 926-5492
Fax: (478) 926-2553
For more information or to place an ad, please contact:
Linda Hinkle 478 926-6629 or linda.hinkle@robins.af.mil

The 78th Force Support Squadron reserves the right to approve or disapprove all advertisements.



Advertising Rates per ad insertion:

Number of months	1x	2x	6x	9x	12x
Ad Size					
Full Page	\$725	\$710	\$695	\$675	\$650
1/2 Page	\$365	\$355	\$350	\$340	\$325
1/4 Page	\$225	\$210	\$200	\$185	\$170
Covers					
Outside Back					
1/2 Page	\$800	\$775	\$750	\$725	\$700
1/4 Page	\$600	\$575	\$550	\$525	\$500
Inside Front					
Full Page	\$800	\$700	\$675	\$650	\$625
1/2 Page	\$600	\$575	\$550	\$525	\$500
Inside Back					
Full Page	\$700	\$675	\$650	\$625	\$600
1/2 Page	\$500	\$475	\$450	\$425	\$440

Center Spread \$1,400 per month

Prices Subject to change Effective: March 10, 2010