

# “Base, Bay & Beyond” Advertising

6th Force Support Squadron, MacDill AFB, FL



**Advertiser Benefits:**

- Circulation of 12,000 readers a month!
- Name/Company recognition
- Brand loyal customers

The 6th Force Support Squadron’s monthly magazine, “Base, Bay and Beyond,” is a 24-page, full-color publication made available to MacDill’s active duty and DoD civilian personnel, retirees, and their family members who use MacDill AFB. *Base, Bay & Beyond* is direct-mailed to approximately 6,000 officer and enlisted club member’s homes, along with base housing, and distributed to over 25 locations on MacDill each month. This publication is a sure winner to promote your product or service to this powerful purchasing potential which secures a 38% market over other forms of external base-wide communications. By advertising your products and services with *Base, Bay and Beyond*, you have a direct avenue to the eyes and ears of one of the most brand-loyal audiences.

The Force Support Squadron’s mission is to provide quality-of-life programs and activities for all MacDill personnel. This is accomplished by promoting our facilities and recreational programs, all of which are highlighted each month in this exciting publication. Included in the magazine are upcoming events and specials in the Bayshore and Surf’s Edge Clubs, Golf Course, Bowling Center, Marina, FamilyCampground, Sports & Fitness, Youth, Library and more. All of these programs and facilities, together with the support of our community advertisers, help to provide those meaningful social and recreational programs that our MacDill customers and their families need.

Now, get double the exposure! Your ad is also included on the MacDill FSS website: [www.macdillfss.com](http://www.macdillfss.com)!

## ADVERTISING OPPORTUNITIES

Base, Bay & Beyond Magazine (Circulation: 12,000, of which 6,000 are direct-mailed to homes)

<u>Size</u>	<u>1 Issue</u>	<u>6 Issues (10% Discount)</u>	<u>12 Issues (20% Discount)</u>
Full Page (5" w x 7-3/4" h)	\$450.00	\$2,430.00 (\$405.00 per issue)	\$4,320.00 (360.00 per issue)
1/2 Page (5" w x 3-3/4" h)	\$250.00	\$1,350.00 (\$225.00 per issue)	\$2,400.00 (\$200.00 per issue)

6 FSS/FSK, Marketing Department, Attn: David Engle  
 1904 Golf Course Avenue, Suite 1  
 MacDill AFB, FL 33621-1604  
 Phone: (813) 828-3055/3079 • Fax: (813) 828-2587

In addition to this exceptional opportunity, commercial sponsorships are available for programs and special events.