

JAN 2021 - DEC 2021

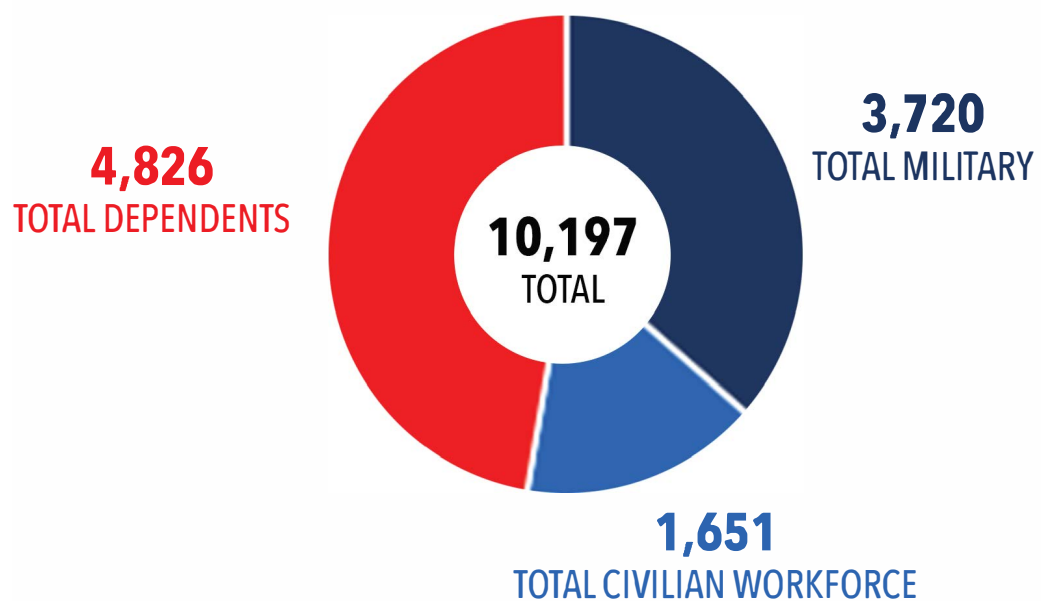


ADVERTISE
ON

HOLLOMAN
AFB

HOLLOMAN AIR FORCE BASE BY NUMBERS

ECONOMIC IMPACT TO COMMUNITY **\$412 MILLION**



All data from the 2016 Economic Impact Survey
<https://www.holloman.af.mil/Portals/101/Environmental%20documents/EIS%202016.pdf>

**FLY.
FIGHT.
WIN.**

HOLLOMAN AIR FORCE BASE

596 Fourth Street, Bldg. 224
Holloman AFB, NM 88330

For more information contact:
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ABOUT HOLLOMAN AIR FORCE BASE

The 49th Wing -- host wing at Holloman Air Force Base -- supports national security objectives by deploying worldwide to support peacetime and wartime contingencies. The 49th Wing is the Air Force & premier MQ-9 Reaper (remotely piloted aircraft) and F-16 Fighting Falcon training wing for pilots & sensor operators. Additionally, the wing delivers Air Transportable Clinics and Basic Expeditionary Airfield Resources while providing support to more than 13,000 military and civilian personnel. The wing has a proud history of service in World War II, Korea, Southeast Asia, Southwest Asia and NATO-led Operation Allied Force.

SUPPORTED POPULATION

Holloman AFB supports about 21,000 Active Duty, Guard, Reserve, retirees, DoD civilians and their family members. Holloman is home to the world's longest (50,788 feet, or almost 10 miles) and fastest (approaching 10,000 feet per second, or Mach 9) test track.

ADVERTISING PROGRAM ON HOLLOMAN AIR FORCE BASE

If your business is looking to reach our military members, Holloman has many different options to fit your needs. The advertising and sponsorship program is the only way for your business to reach the key military market on base! Advertisement contract periods range from 1-12 months and sponsorship is based on an event-by-event basis. Greater advertising discounts may be offered when combining multiple advertising platforms.

We also have team members on staff to assist you in designing an advertisement, marketing materials, or a logo to fit your business needs. We offer competitive prices to develop advertisements and marketing materials for you, with a full-service print shop for all your printing needs.

WEB ADVERTISING RATES

Advertising is available on the Holloman FSS website www.hollomanfss.com. The website is a great way to reach a large audience with an average of 7,000+ hits per month. All advertisement contracts include a link to the website of your choice. Weekly rates are offered for special events, when necessary; please contact the Commercial Sponsorship Coordinator for pricing.

Type	Pixel Size	1-3 Months	6 Months	12 Months
Top Banner	645 x 140	\$340/month	\$285/month	\$270/month
Panel	230 x 325	\$175/month	\$160/month	\$150/month
Box	230 x 163	\$100/month	\$85/month	\$70/month
Lower Banner	916 x 120	\$200/month	\$185/month	\$170/month

BREAK MAGAZINE ADVERTISING RATES

Reach Holloman's military population by advertising in our monthly digital magazine. We currently publish 600 issues and electronically send out the magazine to over 2,000 people, with a 20% open rate.

Type	Inch Size	1-3 Months	6 Months	12 Months
Full Page	8.5" x 11"	\$550/month	\$525/month	\$500/month
Half Page	8.5" x 5.5"	\$300/month	\$275/month	\$250/month
Quarter Page	4.25" x 2.75"	\$150/month	\$135/month	\$125/month





DIGITAL SCREEN ADVERTISING RATES

Advertise your business on our HD digital screens placed in high traffic areas within our busiest facilities including the Fitness Center, Community Center, Library, Education Office, Outdoor Recreation Office, and more. Currently, there are 21 screens displayed, with more scheduled to be put in place throughout the year. Weekly rates are also offered here, just contact the Commercial Sponsorship Coordinator.

Type	Size	1-3 Months	6 Months	12 Months
Digital Ad	1080 x 1920 dpi	\$150/month	\$125/month	\$100/month

NEWCOMERS ADVERTISING RATES

Holloman welcomes between 100-200 new military members every month and we want to get your advertisements and military specials into their hands!

You can choose to put in flyers, pens, candy, menus, business cards or anything else you can think of to capture this unique audience's attention.

Cost: \$40 per month

POSTER RATES

Reach Holloman's military community by advertising in our poster placement locations all over base.

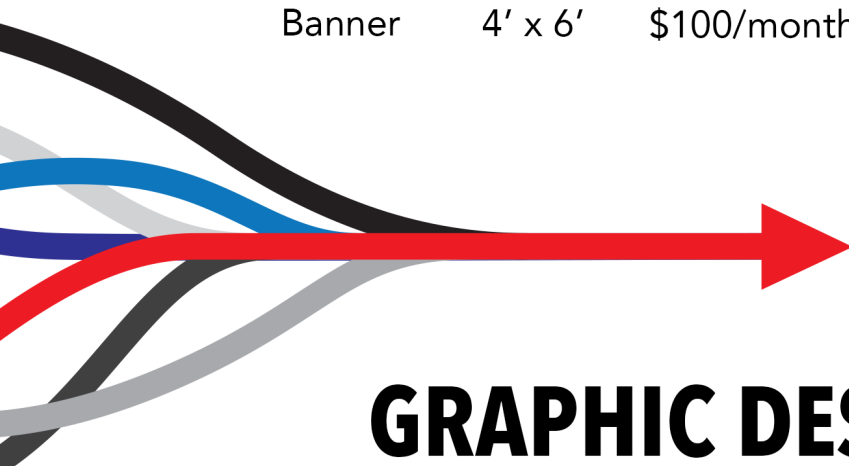
We have 70 posters placements in high-traffic areas, for you to choose from! This is a great way to catch someone's eye as they are on the way into the gym or getting a quick bite to eat from the Shifting Sands Dining Facility.

Cost: \$15 per week - per placement

BANNER ADVERTISING RATES

Banners can be placed in our highest foot traffic facilities, including the Fitness and Community Activity Centers.

Type	Foot Size	1-3 Months	6 Months	12 Months
Banner	4' x 6'	\$100/month	\$85/month	\$75/month



GRAPHIC DESIGN RATES

Don't forget to let us make professional marketing materials and graphics for your events or organization. We can customize your graphic to your marketing preferences and preferred verbiage.

Our professional graphics only have a 1-2 week turnaround.

Cost: \$30 per hour (including 2 free quick edits)

PRINT RATES

We would also love to be your one-stop shop for your printing needs. We have a professional printing shop - Studio 49! We print banners, posters, photos, and canvas; lamination and mounting options are also available.

Check out our website to see our competitive prices!

STRIKERS BOWLING CENTER RATES

	1 Month	3 Months	6 Months	12 Months
24 Digital Screens:	\$100	\$275	\$550	\$1,100
24 Mini Digital Scoreboards:	\$100	\$275	\$550	\$1,100
24 Lane Sweepers (12 lane pairs):			\$175	\$325
Front Desk Panel (12 available slots):			\$175	\$325
Dining Table Cards* (15):		\$50	\$100	\$150

*Dining Table Card designs are allowed one design change every three months. Advertisers will receive one design during a three month period, two designs during a six month period, or four designs within a twelve month period.

	6 Months	12 Months
Bowling Assist Ramps (Shaped like dragons for kids):	\$150	\$300



