



Direct Advertising

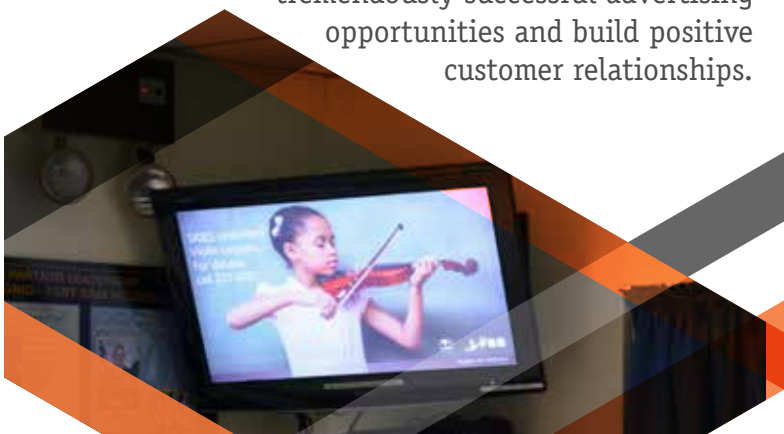
Vinyl banners, posters and table tents may be displayed at any of our high traffic facilities throughout JBSA. Those facilities include but are not limited to three Bowling Centers, four 18-hole championship Golf Courses, Fitness Centers, multiple Child and Youth Centers, a historic Theatre, three Clubs, three Outdoor Recreation Centers, the Student Activity Center on the METC campus at Fort Sam Houston serving enlisted medical trainees and an Equestrian Center.

We are able to offer park bench ads at Fort Sam Houston as well as space on Golf Scorecards and Theatre Program ads.

Electronic Displays

Bowling Center lane monitors (32 Lackland, 24 Fort Sam Houston and 24 at Randolph), and 49 digital displays with a 24/7 continuous 30 second scroll, and web ads in a limited rotation in the left column on the home page of the website.

Affiliate your product with our tremendously successful advertising opportunities and build positive customer relationships.



\$ Price Listing

JBSAtoday Magazine

- \$550 half page
- \$1,000 full page
- \$1,200 inside front, inside back cover or back cover

Vinyl Banners:

- Cost based on size @ \$8.50 per square foot, per month
- Example: 4' x 10' banner equals 40 sq ft x \$8.50 = \$340 per month
- Annual rate for advertising at one JBSA location- \$1,620 (10% discount)
- Annual rate for advertising at all three JBSA locations- \$4,320 (20% discount)

Posters 22" w x 28" h:

- Cost per location- \$125 per poster, per month
- Discounted monthly rate when advertised at all three locations- \$120 per poster per month
- Annual rate for advertising at one JBSA location- \$1,350 (10% discount)
- Annual rate for advertising at all three JBSA locations- \$1,200 (20% discount)

Window Clings

- Cost based on size @ \$10.00 per square foot, per month
- Example: 4' x 10' banner equals 40 sq ft x \$8.50 = \$340 per month
- Annual rate for advertising at one JBSA location- \$1,620 (10% discount)
- Annual rate for advertising at all three JBSA locations- \$4,320 (20% discount)

Bowling Center Lane Monitors:

Lane Monitors: Lackland (32), Fort Sam Houston (24), Randolph (24)

- Monthly cost per location- \$150 per ad, per month
- Discounted monthly rate when advertised at all three locations- \$140 per ad, per month
- Annual rate for advertising at one JBSA location- \$1,620 (10% discount)
- Annual rate for advertising at all three JBSA locations- \$4,320 (20% discount)

Park Bench Ads:

- Cost per location - \$200 per ad, per month
- Benches only located at JBSA-Fort Sam Houston
- Annual rate for advertising - \$2,160 (10% discount)

Facility LCD Monitors (\$30 per monitor, per month):

- Monthly cost per location
 - Fort Sam Houston: \$300 (\$30 x 10 monitors)
 - Randolph: \$210 (\$30 x 7 monitors)
 - Lackland: \$960 (\$30 x 32 monitors)

Location examples: Fitness Centers, Golf Courses, Libraries, Youth Centers and Child Development.

- Annual rate for advertising at one JBSA location (10% discount)

Driving Range Signs:

- Monthly cost per location- \$150 per ad, per month
- Annual rate for advertising at one JBSA location- \$1,620 (10% discount)

JBSA Website:

Current Size: 205 pixels (width) by 300 pixels (height)
 New Size (effective 1 May): 360 pixels (width) by 466 pixels (height) with resolution of 150 pixels/inch

- \$300 per month, per ad

Harlequin Theatre Program Ad:

- \$300 per show duration or \$1,800 annually, per ad

Primary POC for Advertising

JBSA - Lackland:

Mr. Al Conyers

210-925-1187

alfred.conyers@us.af.mil

Alternate POC's

JBSA - Fort Sam Houston:

Ms. Ashley B. Roberts

210-221-2307

ashley.b.roberts2.naf@mail.mil

JBSA - Randolph:

Mr. Ed McDaniel

210-652-2940

edward.mcdaniel.1@us.af.mil



Advertising Brochure



502d Force Support Squadron



WWW.MYJBSA-FSS-MWR.COM

Fort Sam Houston

Located in the heart of San Antonio, JBSA-Fort Sam Houston is the birthplace of military aviation and the development of the concept of airborne operations. The post evolved into the "Home of Army Medicine" after World War II and into the "Home of Military Medicine". The post is proud of its historic role and the many initiatives to retain the historic character of the post while serving as a modern, model Joint Base for the future.

Fort Sam Houston was designated as a National Historic Landmark in 1975 as one of the Army's oldest installations and is now part of Joint Base San Antonio. Fort Sam Houston boasts the largest collection of historic structures. Careful preservation of these areas allows the post to live with its history, surrounded by existence of the traditions of excellence established when the first soldier arrived here in 1845.

Expand your brand awareness with 502d Force Support Squadron advertising opportunities at Joint Base San Antonio (JBSA)! Reach a unique and dynamic market through the advertising program at JBSA in Military City USA. Made up of more than 237,414 active duty military, guard, reserve, retirees, civilians, contractors and family members, JBSA is home to Randolph Air Force Base, Lackland Air Force Base and Historic Fort Sam Houston. We offer many different types of advertising opportunities at JBSA so let us be your business connection to the Military community.

Lackland

Located in the Southwest part of San Antonio, JBSA-Lackland is the gateway to the Air Force providing enlisted airman with knowledge and skills needed for graduating basic training. Lackland also has six technical training squadrons covering basic military, technical, English language and technical training in Spanish to allied countries.

Construction on Lackland Air Force Base began in June of 1941 and it was originally part of Kelly Field. Lackland gained a flying mission when adjacent Kelly Air Force Base closed. The two-mile long runway is now a joint-use facility between JBSA-Lackland and the city of San Antonio. Lackland now consists of the Kelly airstrip, Security Hill, main base Lackland, and the old Medina officer training site now named Medina/Lackland Training Annex.

Randolph

JBSA-Randolph is located in the northeast part of San Antonio and houses several headquarters including Air Education & Training Command, Air Force Personnel Center, Air Force Headquarters Recruiting Services and Nineteenth Air Force. Randolph is known as "the Showplace of the Air Force" because of the Spanish Colonial Revival Style architecture in which all structures including hangars were constructed. With its distinctive architecture, the wing's headquarters has come to be known throughout the Air Force as "the Taj Mahal" or simply "The Taj".

The construction of Randolph began in November of 1927 and Randolph Field was officially renamed Randolph Air Force Base in January of 1948. Randolph Field, a historic district located within Randolph AFB, was declared a National Historic Landmark in 2001. Today, JBSA-Randolph trains pilots on T-6A Texan II, T-38C Talon and T-1A Jayhawk.

