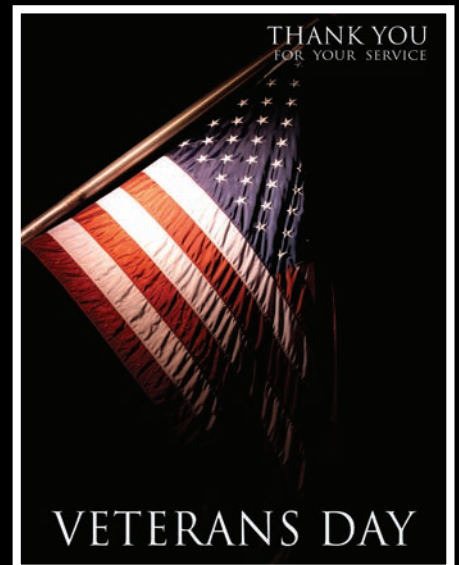
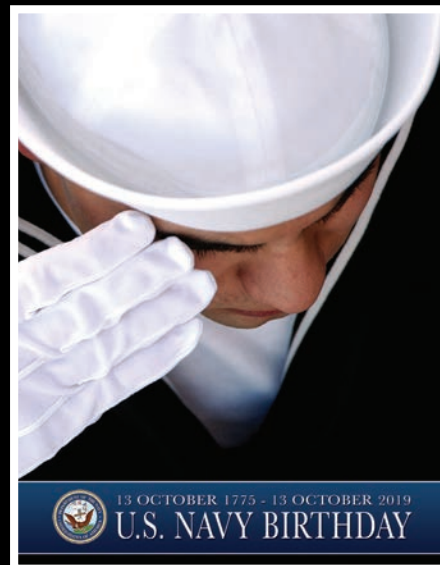
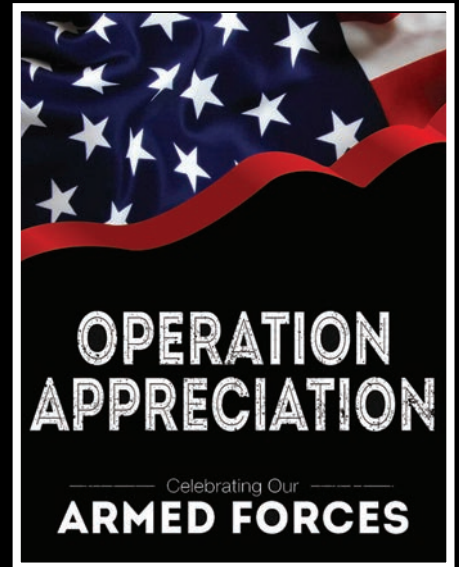
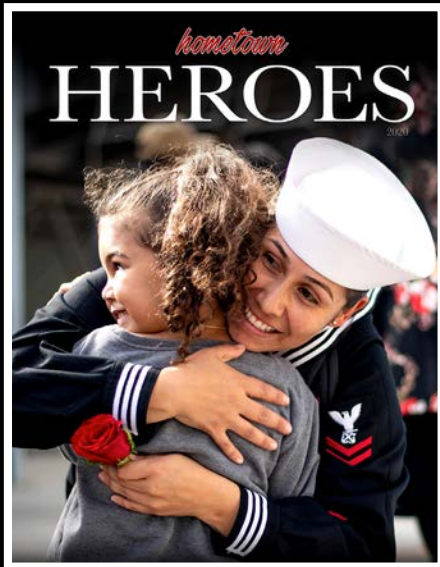


# 2021 MILITARY MEDIA KIT



HOMETOWN HEROES | ARMED FORCES DAY | OPERATION APPRECIATION | AIR SHOW | NAVY BIRTHDAY | VETERANS DAY

# 2021 MAJOR MILITARY EVENTS



## HOMETOWN HEROES

Heroes. They are neighbors, parents, co-workers, employees, grandparents, PTA members, baseball coaches, grocery store workers, teachers, firemen, friends - they live, work and play in your hometown.

Our military represents the best of America. This program provides the perfect opportunity to show your support for these brave men and women.

On March 5, 2021 this commemorative program will be distributed free of charge aboard all Military bases in San Diego County and delivered to all base housing.

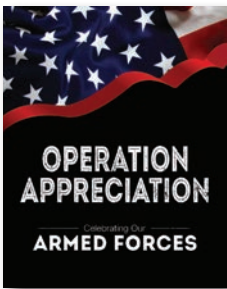


## ARMED FORCES DAY

Armed Forces Day is celebrated on the third Saturday each May. This year it will be celebrated on Saturday, May 15, 2021. Thanks to President Harry S. Truman, it's a day to pay special tribute to the men and women of the Armed Forces. President Truman led the effort to establish a holiday in order for citizens to unite and to honor our military heroes for their patriotic service in support of the United States of America.

The importance of this day should always be evident. It is a day that our military members rightly deserve and it's essential that we celebrate it accordingly.

Beginning May 10, 2021 this commemorative program will be distributed free of charge aboard all Military bases in San Diego and delivered to all base housing.



## OPERATION APPRECIATION - CAMP PENDLETON

For the past Nineteen years in celebration of Armed Forces Day (May 15, 2021), the Oceanside Chamber of Commerce has brought the city and business community together to honor and show appreciation to all of the men and women of our armed forces and their families with a day of FREE Food and Entertainment titled "Operation Appreciation."

The day consists of a host of activities including a Children's Fun Zone, live entertainment and a FREE full catered meal served by local military and political dignitaries. The beach is loaded with military land and amphibious displays including the LCAC for visitors to explore!

The souvenir program is distributed to each person entering the event with an additional 25,000 copies distributed aboard Camp Pendleton and delivered to military housing in Oceanside, one week prior to the event.

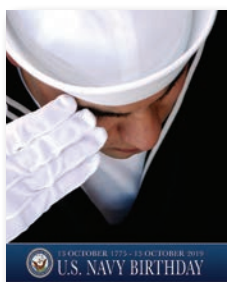


## MIRAMAR AIR SHOW

Many have referred to the Miramar Air Show as one of the best-kept secrets in the world of advertising and marketing! The Miramar Air Show is the largest event in Southern California and the largest military air show in the world.

The 2021 show is scheduled for September 24-26, 2021. Amid the roar of jet engines, the pomp of a Marine Corps marching band and the sizzle of fried carnival food, over 800,000 people will witness the very best in air show entertainment, including the always spectacular U.S. Navy Blue Angels.

With an audience of over 800,000, no other advertising or promotional vehicle can offer access to such a large and influential audience at such a low-cost-per exposure in an atmosphere. The Air Show program is distributed "free of charge" to each person entering the gates of MCAS Miramar during the 3 day event.



## U.S. NAVY BIRTHDAY - NAVY SHIP TOURS

October 13, 2021 marks the 246th Birthday of the U.S. Navy. To celebrate, the Navy's 3rd Fleet will put the best of the U.S. Navy on display during the 2021 Public Tours.

Spectators will get a glimpse into the day-to-day lives of our sailors as the Navy open its hatches to the public with military displays and equipment demonstrations, a kids' STEM Expo and Free Ship tours.

This program will be distributed "free of charge" to all Naval bases and off base housing in San Diego beginning October 6, 2021 and will also be distributed free of charge to all tour spectators.



## VETERANS DAY

On November 11 each year, the United States formally honors the service and sacrifice of more than 20 million living American veterans through their service, as well as all the men and women who have guaranteed our freedom and kept America secure against those who would harm us throughout the years.

Our veterans represent the best of America. Coming from every background and every walk of life, they represent the rich tapestry of our Nation and the multitude of cultures that make the United States unique upon the earth.

On Veterans Day, we have an opportunity to thank every Marine, Sailor, Soldier, Airman, and Coast Guardsmen who has ever worn the uniform for what they have done, and to thank those of you still in uniform for what you continue to do for the United States every day.

Veterans Day programs are distributed "free of charge" to all bases in San Diego County and delivered to base housing.

## MARCH 5 - HOMETOWN HEROES

Ad Reservation Deadline 2/15/2021 - Material Due 2/19/2021

### Features

- Base Specific Resources
- Local Housing Options - Transition Services
- Education Options for Transitioning Military
- GI Bill Information
- Suicide prevention; treating PTSD, TBI and "Invisible" wounds
- Family Support

## MAY 15 - ARMED FORCES DAY

Ad Reservation Deadline 4/23/2021 - Material Due 4/28/2021

### Features

- Military Family Celebrations
- History of Armed Forces Day
- Fleet & Family Support Programs & Workshops
- Transition Services
- Education Benefits
- The VA Home Loan Program
- Commissary & Exchange Sales

## AUG 21 - OPERATION APPRECIATION (Camp Pendleton)

Ad Reservation Deadline 8/2/2021 - Material Due 8/6/2021

### Features

- Schedule of Events
- Marine Corps Historical Editorials
- Camp Pendleton History
- Oceanside History with the U.S. Marines
- Education Benefits
- Post 9/11 GI Bill
- Yellow Ribbon Program
- The VA Home Loan Program

## SEPTEMBER 24 - MCAS MIRAMAR AIR SHOW

Ad Reservation Deadline 9/3/2021 - Material Due 9/6/2021

### Features

- Schedule of Events
- History of MCAS Miramar
- Marine Corps Tribute
- US Marine Corps Aircraft - Marine Air Ground Task Force (MAGTF)
- The History of the Blue Angels - The Blue Angels Team

## OCTOBER 13 - NAVY BIRTHDAY

Ad Reservation Deadline 9/23/2021 - Material Due 9/27/2021

### Features

- Naval Historical editorials
- The History of the U.S. Navy San Diego
- 3rd Fleet information
- Navy Ship Tours schedule
- Progression of the U.S. Navy and their latest technology

## NOVEMBER 11 - VETERANS DAY

Ad Reservation Deadline 10/25/2021 - Material Due 10/28/2021

### Features

- Veterans Day Event information
- History of San Diego's Military
- Progression of the Military
- Famous Facts about our Armed Forces
- Transition Services
- Know your Education Benefits
- Post 9/11 GI Bill - Yellow Ribbon Program
- The VA Home Loan program for Military

## SAN DIEGO MILITARY DEMOGRAPHICS

**56,431** Active Duty Sailors  
**52,070** Active Duty Marines  
**6,278** Reservists  
**23,280** Civilian Employees  
**44,000** Military Retirees  
**250,000+** Family Members  
**500,000+** in San Diego County

### Marine & Navy Personnel Dispersed Across Various Installations\*

#### NUMBER OF EMPLOYEES, FY 2019e

COMMAND	CIV	USMC	USN	TOTAL
MCAS MIRAMAR	466	7,952	273	8,691
MCB & MCAS CAMP PENDLETON	2,955	36,517	3,145	42,617
MCRD SAN DIEGO	644	1,193	181	2,018
MRCO SAN DIEGO (RECRUITS)**	0	4,294	0	4,294
NAVY HOSPITALS	3,328	1,586	3,805	8,719
NB CORONADO	4,700	204	17,464	22,368
NB POINT LOMA	5,307	24	3,532	8,863
NB SAN DIEGO	5,808	61	27,988	33,857
OTHER	72	239	43	354
TOTAL	23,280	52,070	56,431	131,781

e=estimate \*Does not include Reserves \*\*annual average SOURCE: FBFI; DoD

### San Diego's Military to Grow

#### PERSONNEL COUNT, FISCAL YEARS

	2018	2019e	2020f
Navy	57,041	56,431	63,774
Marines	53,451	52,070	52,056
DoD Civilians	20,518	23,280	23,500
DoD Reserves	7,435	7,405	7,437
Coast Guard	820	1,067	1,080
VA	2,938	3,059	3,072
TOTAL	142,203	143,312	150,919

e=estimate f=forecast

SOURCE: FBFI; DoD; COAST GUARD; VA

**Over 60% of the Navy's Pacific Fleet and over 40% of the Marine Corps combat capability are in the San Diego area.**

Approximately 56,000 Sailors are based in San Diego with the largest share based at Naval Base San Diego.

San Diego's three major Marine Corps installations (Camp Pendleton, Miramar, and MCRD) are home to over 52,000 Marines.

The Coast Guard directly employs over 1,100 people, with direct spending in San Diego totalling over \$112 million.





### HOMETOWN HEROES

Back Page	\$4,625
Inside Covers	\$4,425
Double Truck	\$6,900
Full Page	\$3,900
Half Page	\$2,200
Quarter Page	\$1,550

4-Color Included



### ARMED FORCES DAY

Back Page	\$4,625
Inside Covers	\$4,425
Double Truck	\$6,900
Full Page	\$3,900
Half Page	\$2,200
Quarter Page	\$1,550

4-Color Included



### OPERATION APPRECIATION

Back Page	\$3,200
Inside Covers	\$3,075
Double Truck	\$5,900
Full Page	\$2,400
Half Page	\$1,400
Quarter Page	\$800

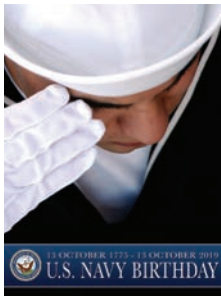
4-Color Included



### AIR SHOW

Back Page	\$6,825
Inside Covers	\$5,525
Double Truck	\$9,300
Full Page	\$4,600
Half Page	\$2,825
Quarter Page	\$1,725

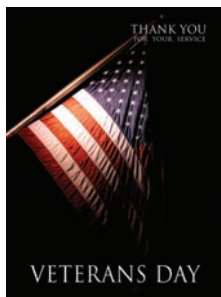
4-Color Included



### NAVY BIRTHDAY

Back Page	\$6,825
Inside Covers	\$5,525
Double Truck	\$9,300
Full Page	\$4,600
Half Page	\$2,825
Quarter Page	\$1,725

4-Color Included



### VETERANS DAY

Back Page	\$6,525
Inside Covers	\$5,225
Double Truck	\$8,700
Full Page	\$4,300
Half Page	\$2,725
Quarter Page	\$1,675

4-Color Included

### AD SPECIFICATIONS :

Hometown Heroes, Armed Forces Day, Operation Appreciation, Navy Birthday, Veterans Day

#### Covers

Live: 7.875 x 10.375  
Trim: 8.375 x 10.875  
Bleed: 8.5 x 11.125\*  
\* No type in outer 1/2" (all sides)

#### Full Page

Live: 7.75 x 10.1875  
Trim: 8.375 x 10.875  
Bleed: 8.5 x 11.125\*  
\* No type in outer 1/2" (all sides)

#### Half Page

Horizontal: 7.75 x 4.95  
Vertical: 3.67 x 10.1875

#### Quarter Page

3.67 x 4.95

### AD SPECIFICATIONS : Air Show

#### Covers

Live: 7.875 x 10.375  
Trim: 8.375 x 10.875  
Bleed: 8.5 x 11.125\*  
\* IFC- No type right 3/4" and left 1/2"  
\* IBC- No type right 1/2" and left 3/4"

#### Full Page

Live: 7.6875 x 10.1875  
Trim: 8.375 x 10.875  
Bleed: 8.5 x 11.125\*  
\* No type in outer 1/2" (all sides)  
\* No type inside left 3/4"

#### Half Page

Horizontal: 7.75 x 4.95  
Vertical: 3.67 x 10.1875

#### Quarter Page

3.67 x 4.95

**Process Color:** Included in all rates.

**Registration Marks:** Do not include.

**Internet Delivery of Materials:**

ads@militaryguidesusa.com

#### Binding:

Saddle Stitched: Hometown Heroes, Armed Forces Day, Operation Appreciation, Navy Birthday & Veterans Day. Perfect Bound: Air Show only.

#### Credit & Payment:

All advertising is accepted on a contract basis only. Payment due 30 days after publish date (unless otherwise specified). All invoices not paid within 30 days of publication date are subject to interest at the rate of 1.5% per month and will forfeit any discounts.

#### Liabilities:

No cancellation of contracts accepted. Client will be charged for said space whether ad appears in space or not. Rates are net to Publisher.

If an ad creates in the judgment of the Publisher the impression that it is editorial material, the word "advertisement" will be placed at the top of the ad. Publisher assumes no liability for errors, or necessary omission of an advertisement for any reason whatsoever. Any condition on a contract, or copy instructions that conflict with or vary these provisions, will not be binding on the Publisher. The Publisher shall not be subject to any liability whatever for any failure to publish because of acts of God, work stoppage, accidents, fires or other natural or unnatural occurrences which are outside and beyond the Publisher's control. Any order which specifies position is subject to the Publisher's absolute right to determine actual position. All advertisements are accepted and published by the Publisher upon representation that the agency and advertiser are authorized to publish the subject matter, copy and graphics contained therein. The advertiser and agent, in consideration for the publication of the advertisement, agree to indemnify and hold harmless the Publisher from any liability, loss, expense (including court costs and attorney fees) arising out of the publication of the advertisement. Advertising agencies agree to pay all charges for advertising placed at their request, in the event no payment is made by the advertiser. Publisher has authority to hold both advertiser and agency liable for such monies due and payable to Military Guides. In the event any special celebration is cancelled, Military Guides will distribute full publication run to all bases in San Diego County.

### MILITARY GUIDES

P.O. Box 80, Poway, California 92074

Tel. 858-668-3330 • fax 858-668-3331

kelly@militaryguidesusa.com