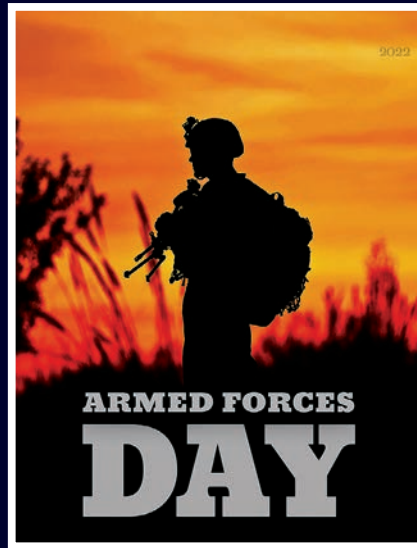
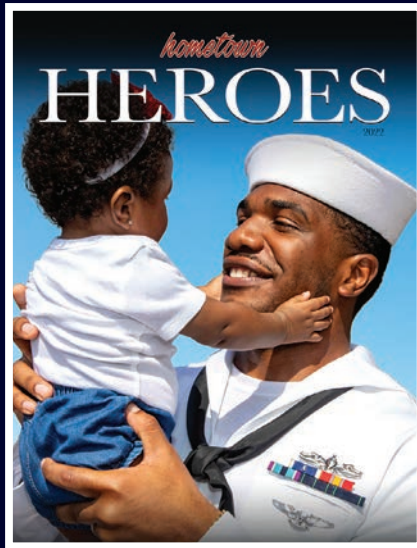


2023

MILITARY MEDIA KIT



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

2023 MAJOR MILITARY EVENTS

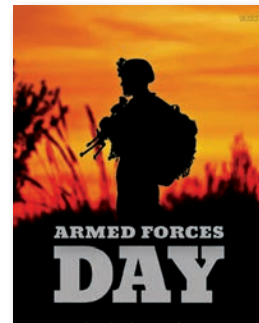


HOMETOWN HEROES

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 6, 2023 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 20, 2023.

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 15, 2023 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 21 years in celebration of Armed Forces Day (May 20, 2023), 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 includes 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!

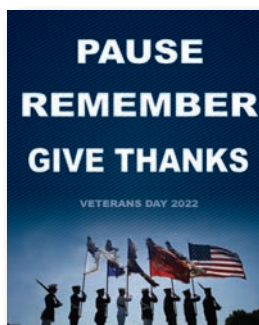
The souvenir program is distributed to each person entering the event with an additional 25,000 copies distributed aboard Camp Pendleton and military housing in Oceanside, one week prior to the event.



MIRAMAR AIR SHOW OFFICIAL PROGRAM

The Miramar Air Show is the largest event in Southern California and the largest military air show in the world. The 2023 show is scheduled for September 22-24, 2023. 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.



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.

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.

SAN DIEGO MILITARY DEMOGRAPHICS

THE MILITARY, THROUGH THE DOD, DEPARTMENT OF HOMELAND SECURITY, AND THE VA, EMPLOYS OVER 153,000 SAN DIEGO RESIDENTS

Active Duty and Civilian Employment San Diego Military Bases

	USN	USMC	USCG	MEDICINE	CIV	TOTAL
Naval Base San Diego	34,178	65	269		7,343	41,855
Naval Base Coronado	18,568	179			5,349	24,096
Naval Base Point Loma	4,011	12	11		6,701	10,735
MCB Camp Pendleton	4,046	33,889		1,326	3,331	42,592
MCAS Miramar	306	10,922			68	11,296
MCRD San Diego	211	1,431	127		301	2,070
USCG San Diego			429		9	438
Naval Medical Center				3,462	771	4,233
Naval Research Hospital				18	55	73
Other	75	242	80		3,387	3,784
TOTAL DIRECT	61,395	46,740	916	4,806	27,315	141,172

**Does not include Reservists, Contractors, and Veteran Affairs employees.

GI Bill Distribution in San Diego FY 2021 (\$ in Millions)

Tuition and Fees	\$108.8
Housing	\$201.1
Books and Supplies	\$10.6
Work-Study	\$1.5
Yellow Ribbon	\$3.4
Other	\$1.0
Total	\$326.4

349k JOBS SUPPORTED IN SAN DIEGO

	FY2020	FY2021
USN	57,937	61,395
USMC	48,240	46,740
USCG	927	916
Medical	5,513	4,806
CIV	30,430	27,315
Reserve	5,831	2,950
VA	4,193	4,177
TOTAL DIRECT	153,071	148,299
Indirect (Result of DOD Contracts)	189,426	200,813
TOTAL JOBS	342,497	349,112

The military, through the DoD, Department of Homeland Security (DHS), and the VA, employs over 145,000 San Diego residents in FY2021. Approximately 75% of those are active duty (AD) military personnel and 20% civilians.

MARCH 6, 2023

HOMETOWN HEROES

Features

- Base Specific Resources
- Local Housing Options - Transition Services
- Education Options for Transitioning Military
- GI Bill Information
- TriCare
- Family Support
- The VA Home Loan Program



Reservations: 2/16/2023 Material Due: 2/20/2023

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

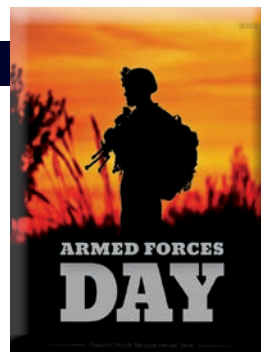
4-Color Included

MAY 15, 2023

ARMED FORCES DAY

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



Reservations: 4/28/2023 Material Due: 5/2/2023

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

MAY 20, 2023

OPERATION APPRECIATION

Features

- Schedule of Events
- Marine Corps/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



Reservations: 4/28/2023 Material Due: 5/2/2023

Back Page	\$3,200
Inside Covers	\$3,075
Double Truck	\$4,900
Full Page	\$2,625
Half Page	\$1,500
Quarter Page	\$1,025

4-Color Included

SEPTEMBER 22, 2023

MCAS MIRAMAR AIR SHOW

Features

- Official Air Show program
- 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



Reservations: 8/28/2023 Material Due: 9/1/2023

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

NOVEMBER 11, 2023

VETERANS DAY

Features

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



Reservations: 10/23/2023 Material Due: 10/26/2023

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

AD SPECIFICATIONS:

HOMETOWN HEROES, ARMED FORCES DAY, OPERATION APPRECIATION, 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

OFFICIAL AIR SHOW PROGRAM

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 outer right 1/2" and inner 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 and Veterans Day.
 Perfect Bound: Air Show program.

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. Credit card payments are accepted with a 3.5% processing fee.

Liabilities:

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.

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

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