

2025

MILITARY MEDIA KIT



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

2025 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 4, 2025 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 17, 2025.

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 13, 2025 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 23 years in celebration of Armed Forces Day (May 17, 2025), 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 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 2025 show is scheduled for September 26-28, 2025.

Amid the roar of jet engines, the pomp of a Marine Corps marching band and the sizzle of fried carnival food, over 300,000 people will witness the very best in air show entertainment, including the always spectacular U.S. Navy Blue Angels.

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, EMPLOY OVER 350,000 SAN DIEGO RESIDENTS

Active Duty and Civilian Employment San Diego Military Bases

	USN	USMC	USCG	MEDICINE	CIV	TOTAL
Naval Base San Diego	26,387	111	271		4,912	31,681
Naval Base Coronado	10,363	164			2,852	13,379
Naval Base Point Loma	17,300	202	19		4,390	21,911
MCB Camp Pendleton	5,068	35,170		1,656	2,987	44,881
MCAS Miramar	280	9,926			357	10,563
MCRD San Diego	60		37		311	408
USCG San Diego			429		12	441
Naval Medical Center				2948	525	3,473
Naval Research Hospital				18	66	84
Other	212	331	67		10,016	10,626
TOTAL DIRECT	59,670	46,453	823	4,622	26,194	137,762

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

GI Bill Distribution in San Diego FY 2023 (\$ in Millions)

Tuition and Fees	\$112.3
Housing	\$283.3
Books and Supplies	\$11.9
Work-Study	\$1.8
Yellow Ribbon	\$4.4
Other	\$1.6
Total	\$415.3

354k JOBS SUPPORTED IN SAN DIEGO

	FY2022	FY2023
USN	63,747	59,670
USMC	46,063	46,453
USCG	916	823
Medical	4,439	4,622
CIV	29,290	26,194
Reserve	2,745	7,181
VA	4,142	3,761
TOTAL DIRECT	151,342	148,704
Indirect (Result of DoD Contracts)	208,858	205,735
TOTAL JOBS	360,200	354.439

The military, through the DoD, DHS,
and the VA, employed 206,000 San
Diego residents in FY 2023.

MARCH 4, 2025

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: 2/14/2025 Material Due: 2/18/2025

Back Page	\$4,675
Inside Covers	\$4,475
Double Truck	\$6,950
Full Page	\$3,950
Half Page	\$2,250
Quarter Page	\$1,600

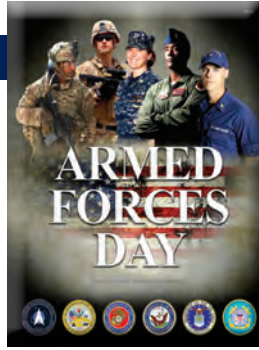
4-Color Included

MAY 17, 2025

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: 4/25/2025 Material Due: 4/29/2025

Back Page	\$4,675
Inside Covers	\$4,475
Double Truck	\$6,950
Full Page	\$3,950
Half Page	\$2,250
Quarter Page	\$1,600

4-Color Included

MAY 17, 2025

OPERATION APPRECIATION

Features

- Schedule of Events
- Marine Corps History
- Camp Pendleton History
- Oceanside History with the U.S. Marines
- Marine Corps Traditions
- Camp Pendleton Class/Event Schedules



Reservations: 4/25/2025 Material Due: 4/29/2025

Back Page	\$3,250
Inside Covers	\$3,125
Double Truck	\$4,950
Full Page	\$2,550
Half Page	\$1,550
Quarter Page	\$1,075

4-Color Included

SEPTEMBER 26, 2025

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: 9/5/2025 Material Due: 9/9/2025

Back Page	\$6,875
Inside Covers	\$5,575
Double Truck	\$8,350
Full Page	\$4,650
Half Page	\$2,875
Quarter Page	\$1,775

4-Color Included

NOVEMBER 11, 2025

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: 10/20/2025 Material Due: 10/23/2025

Back Page	\$6,575
Inside Covers	\$5,275
Double Truck	\$7,750
Full Page	\$4,350
Half Page	\$2,775
Quarter Page	\$1,725

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: 7.56 x 10.2

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: 7.56 x 4.92

Vertical: 3.69 x 10.125

Quarter Page

3.67 x 5.0097

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

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