2027 MILITARY MEDIA KIT



HOMETOWN HEROES

MAR 3



SO. CAL AIR SHOW

MAR 27-28



ARMED FORCES DAY

MAY 15



OPERATION APPRECIATION

MAY 15



AMERICA'S AIR SHOW

SEPT 24-25



VETERANS DAY

NOV 11

2027 MAJOR MILITARY EVENTS



MAR 3

HOMETOWN HEROES

Heroes are all around us. They are active-duty service members and military veterans who are also our neighbors, parents, co-workers, employees, grandparents, PTA members, baseball coaches, grocery store workers, teachers, firefighters, and friends. They live, work, and play in our hometowns.

Our military community represents the best of America. This program provides the perfect opportunity to recognize and show your support for the brave men and women who serve, and those who have served, our nation.



MAR 27-28

SO. CAL AIR SHOW OFFICIAL PROGRAM

Headlined by the U.S. Air Force Thunderbirds, visitors can look forward to thrilling aerial demonstrations, impressive aircraft displays, and an up-close look at the men, women, and machines that make American airpower possible.

The official Air Show program, distributed free of charge to each visitor entering the gates of March Air Reserve Base throughout the two day event.



MAY 15

ARMED FORCES DAY

Armed Forces Day, observed annually on the third Saturday of May, honors the men and women serving in the United States Armed Forces. In 2027, it will be observed on Saturday, May 15.

Beginning May 11, this commemorative program will be distributed free of charge to all bases and base housing in San Diego county.



MAY 15

OPERATION APPRECIATION – CAMP PENDLETON

For 25 years, the Oceanside Chamber of Commerce has celebrated Armed Forces Day through Operation Appreciation, honoring U.S. service members and their families.

This event features live entertainment, a Children's Fun Zone, and a complimentary meal served by local military and civic leaders. Each attendee will receive a souvenir program, with an additional 25,000 copies distributed throughout Camp Pendleton and Oceanside military housing prior to the event.



SEPT 24-25

AMERICA'S AIR SHOW OFFICIAL PROGRAM

The Miramar Air Show returns to MCAS Miramar September 24–26, 2027, bringing more than 300,000 attendees together for three days of world-class military aviation. Featuring elite aerial demonstrations, military performances, and the renowned U.S. Navy Blue Angels, the event is a Southern California tradition.

The official Air Show program will be distributed free of charge to visitors throughout the three-day event, providing exceptional exposure to a large and engaged audience.



NOV 11

VETERANS DAY

Veterans Day honors the millions of American Veterans who have served in the United States Armed Forces. It is a day to recognize every Marine, Sailor, Soldier, Airman, Guardian, and Coast Guardsman who has worn the uniform and defended our nation.

In recognition of their service and sacrifice, Veterans Day commemorative program will be distributed free of charge to all military bases in San Diego County and hand delivered to military housing.

SOUTHERN CALIFORNIA - HOME TO THOSE WHO SERVE

SAN DIEGO
MILITARY DEMOGRAPHICS

SERVICE
PEOPLE
COMMUNITY
A STRONGER
SAN DIEGO

356,995
JOBS SUPPORTED IN SAN DIEGO
Total jobs supported by the military in FY 2025 (direct and indirect).

$61.3B
GROSS REGIONAL PRODUCT IMPACT
The military's total impact on the San Diego regional economy in FY 2025.

22.2%
OF REGIONAL GRP
The military's total impact on the San Diego regional economy in FY 2025.

MILITARY EMPLOYMENT IN SAN DIEGO COUNTY

COMPARISON OF FY 2024 AND FY 2025 (VERIFIED DATA)

COMPONENT	FY 2024	FY 2025
United States Navy (Active Duty)	62,615	61,760
United States Marine Corps (Active Duty)	42,687	42,772
United States Coast Guard (Active Duty)	898	823
Naval Medical (Active Duty)	4,827	3,889
Civilian Employees	30,279	23,187
Armed Forces Reserve	6,235	6,365
Veterans Affairs (VA)	3,919	3,919
TOTAL DIRECT JOBS	151,460	142,715
Indirect Jobs (Result of DoW Contracts)	222,059	214,280
TOTAL JOBS SUPPORTED	373,519	356,995

MILITARY RETIREES IN SAN DIEGO

45,476
MILITARY RETIREES
FY 2025

$2.3 BILLION
IN DIRECT MILITARY RETIREMENT PAYCHECKS

$3.6 BILLION
TOTAL LOCAL ECONOMIC IMPACT FROM MILITARY RETIREMENT

ADDITIONAL KEYS FACTS

Nearly 250,000 veterans reside in San Diego County, the second-largest veteran population in the United States.

Over 150,000 active-duty personnel are in the area,a portion of whom use tuition assistance or transition to GI Bill benefits upon separation.

In FY 2025, direct defense spending, including Department of Veterans Affairs (VA) benefits,contributed over $39.252 billion to the local economy.
The VA's distribution of education benefits and other resources is a major component of this figure.

NOTE: Figures are from the San Diego Military Advisory Council (SDMAC) 2025 Military Economic Impact Report. As of September 2026, SDMAC has not published a FY 2026 report. Do not substitute estimates for unpublished data.

2027 MAJOR MILITARY EVENTS



MAR 3

HOMETOWN HEROES

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

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

RESERVATIONS: 2/13/27 MATERIALS : 2/17/27



MAR 27-28

SO. CAL AIR SHOW

- Official Air Show program
- Schedule of Events
- History of March Field
- U.S. Air Force Thunderbirds
- Free General Admission
- Free Parking

Back Page	$4,675
Inside Covers	$4,475
Double Truck	$7,300
Full Page	$3,975
Half Page	$1,975

RESERVATIONS: 3/8/27 MATERIALS : 3/11/27



MAY 15

ARMED FORCES DAY

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

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

RESERVATIONS: 4/20/27 MATERIALS : 4/23/27



MAY 15

OPERATION APPRECIATION

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

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

RESERVATIONS: 4/20/27 MATERIALS : 4/23/27



SEPT 24-25

AMERICA'S AIR SHOW

- Official Air Show program
- Schedule of Events
- History of MCAS Miramar
- Marine Corps Tribute
- U.S. Marine Corps Aircraft
- The History of the Blue Angels
- The Blue Angels Team

Back Page	$6,875
Inside Covers	$5,575
Double Truck	$8,350
Full Page	$4,650
Half Page	$2,875
Quarter Page	$1,975

RESERVATIONS: 8/30/27 MATERIALS : 9/3/27



NOV 11

VETERANS DAY

- Veterans Day Parade Information
- 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

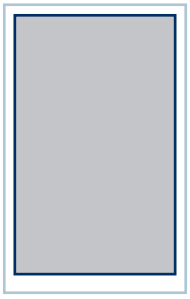
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Double Truck	$7,750
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RESERVATIONS:10/20/27 MATERIALS:10/23/27

SPECIFICATIONS

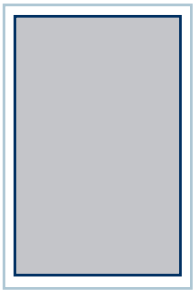
HOMETOWN HEROES | ARMED FORCES DAY
OPERATION APPRECIATION | VETERANS DAY | SO. CAL AIR SHOW

COVERS



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FULL PAGE



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*No type in outer 1/2" (all sides)

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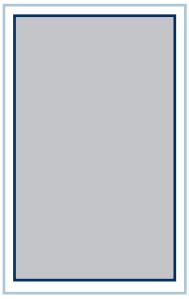
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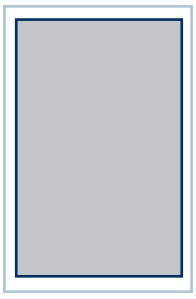
AMERICA'S AIR SHOW - MCAS MIRAMAR

COVERS



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FULL PAGE



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HALF PAGE

Horizontal:
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Vertical:
3.67 x 10.1352

QUARTER PAGE



Vertical:
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MILITARY GUIDES
P.O. BOX 910574 St. George, UT 84791
858-668-3330 • kelly@militaryguidesusa.com

PROCESS COLOR: Included in all rates.

REGISTRATION MARKS: Do not include.

DELIVERY OF MATERIALS:
ads@militaryguidesusa.com

SADDLE STITCHED:
Hometown Heroes, So. Cal Air Show, 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 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.