

Touch & GO!

Maxwell-Gunter 42d FSS
Bi-Monthly Magazine

Touch & GO! Our bi-monthly publication is the primary source on all Force Support Squadron (FSS) activities and events. It is the place the Maxwell-Gunter community turns to when looking for information on special events, seasonal activities, and regularly scheduled programs. Feature articles featuring sports & fitness, recreational activities, local area information, human-interest items and much more. With a circulation of 12,000, the magazine is directly mailed to 4,500 club members and cross-marketed throughout the base at all FSS activities, including the base exchange, Commissary and Hospital.

Market Profile

Active Duty Officer's.....	891
Active Duty Enlisted.....	1,287
DoD Civilians.....	3,234
Contract Employees.....	2,161
Military Retiree's.....	15,155

Total 22,728

Family members not included in this number. Additionally there are over 20,000 students on temporary duty assignment throughout the year.

Facts About Maxwell-Gunter

Maxwell-Gunter is home of Air University, Squadron Officers School, Air Command And Staff College, Air War College, CADRE, Headquarters Civil Air Patrol, Senior NCO Academy, Standard Systems Group, Headquarters ROTC & 908th Airlift Wing.

Advertising Rates

If you would like the 42d Force Support Squadron Marketing & Publicity Office to create your advertisement, an additional charge of 50% of one issue ad rate will be applied to non-camera ready ads.

Ad Size	One Time	Annual (6 issues)
Full Page	\$800.00	\$4,320.00
1/2 Page	\$400.00	\$2,160.00
1/4 Page	\$200.00	\$1,080.00
1/10 Page	\$80.00	\$450.00
Color Pages		
Inside, Front (Full Page Only)	\$840.00	\$4,536.00
Inside, Back (Full Page Only)	\$840.00	\$4,536.00
Outside, Back (Half Page Only)	\$882.00	\$4,763.00

Issue & Closing Dates

Touch & GO! is a bi-monthly publication. Signed contracts are due to 42d FSS a month and a half prior to the publication month. Camera ready ad materials are due to 42d FSS on or before the first day of the month prior to the publication month.

Deadlines for Contracts and Camera Ready Art

Issue	Contract Due	Camera Ready Art
Jan-Feb.....	Nov 15.....	Dec 1
Mar-Apr.....	Jan 15.....	Feb 1
May-Jun.....	Mar 15.....	Apr 1
Jul-Aug.....	May 15.....	Jun 1
Sep-Oct.....	July 15.....	Aug 1
Nov-Dec.....	Sep 15.....	Oct 1

Mechanical Requirements

Materials should be submitted in:

- Camera Ready, trim size

Acceptable file formats:

- Illustrator, InDesign, PhotoShop, jpeg, pdf, eps
- Please include fonts or convert fonts to outline

An additional charge of 50% of one month's ad rate will be applied to non-camera ready ads.

Ad Page Dimension

Full Page	—7.75" X 10"
Half Page	—7.75" X 5"
Quarter Page	—3.75" X 5"
Tenth Page	—3.75" X 1.85" (Business card info style)

General Requirements

Printing Process —Sheet Fed
Trim Size —8.5" X 11"
Binding Method —Saddle Stitch

Circulation

Unpaid Distribution —12,000

For more information contact:

42d Force Support Squadron
Marketing & Publicity
310 Selfridge Street, Bldg 1036
Maxwell AFB, AL 36112
334-953-7410

[Advertising Rates]



Touch & GO!

[AD Templates]

[1/10 page ad - 3.75 x 1.85]

[Quarter Page - 3.75 x 5]

[Full Page - 7.75 x 10]

Contract and Copy Stipulations

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God action by any government or quasi-government entity, fire, flood, insurrections, riot, explosion, embargo, strike whether legal or illegal, labor material short-age, transportation interruption of any kind, work slow down or any condition beyond the control of publisher affecting production or delivery in any manner. Rates and conditions are subject to change without notice. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it upon its package, labels, and accompanying material and in the advertisement submitted for publication. When change of copy is not received by the closing date, copy run in previous issue will be inserted. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders

are accepted subject to change in rate upon notice from the publisher. The word "Advertisement" will be placed with copy which, in the publisher's opinion, resembles editorial matter. The publisher's liability for any error will not exceed the cost of the space occupied by the error. The publisher assumes no liability for errors in key numbers. All advertisements are accepted and published by the publisher on their presentation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the name, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any

living person which is contained therein. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against claims or suits for lies, violation of rights of privacy, plagiarism, copyright infringement and any other claim or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to the publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, whether or not the same has already been accepted and/or published. All other regulations of the program are provided in the contract agreement form.

[Half Page - 7.75 x 5]