

Joint Base Charleston

JBCharleston.com



JB Charleston FSS



@628FSS

Advertise your product & services to one of the most brand-loyal & financially sound audiences

Generate exposure & increase visibility & traffic for your business with unique advertising opportunities "behind the gate" on Joint Base Charleston.

Print, Web and In-Facility advertising solutions

All at Joint Base Charleston!

628th Force Support Squadron Media Kit = Direct access to our JB Charleston military market!

Joint Base Charleston Major Military Commands

Twelve major military and tenant commands make up Joint Base Charleston. The host unit, the 628th Air Base Wing (United States Air Force), provides support to more than 60 DoD and federal agencies serving more than 90,000 Airmen, Sailors, Marines, Soldiers, Coast Guardsmen, civilians, retirees and family members.

- 628th Air Base Wing
- 437th Airlift Wing
- 315th Airlift Wing (Reserves)
- Naval Consolidated Brig Charleston
- Naval Health Clinic Charleston
- Naval Munitions Command Unit Charleston
- Naval Nuclear Power Training Command
- Naval Support Activity Charleston
- Space and Naval Warfare Systems Center Atlantic
- 841st Transportation Battalion
- Army Strategic Activity Charleston



The economic impact of South Carolina's military community shows a \$19.3 billion impact statewide. * Joint Base Charleston accounts for 46% of that total, specifically, \$8.8 billion! We have a positive impact on all industries to include:

Economic Sector

Computer related services	1,113.7
Rental activity	249.3
Food services	126
Architectural, engineering & related	122.9
Real estate	120.7
Healthcare	82.4
Wholesale trade	81.6
Retail	77.2

*University of South Carolina, Darla Moore School of Business

Is the military market important to your business? Consider this: in the last decade, military pay rose 84% compared to just 9% in the private sector. In 2011, there were \$15.5 billion in procurement & purchases, \$1.5 billion on local contracts, \$9.2 million in new construction and \$25 million in renovations... The base maintains \$7.5 billion in base property and capital assets.

FSS In-Facility Advertising

Have your business seen by the Joint Base Charleston community by advertising within the FSS facilities. Clients are responsible for providing posters as a finished product, in-frame, as well as provide hanging hardware for each poster. Poster size is expected to be 22" x 28," vertical. Finished product can be displayed in various base facilities in high visibility locations. No more than five advertising posters will be permitted in one location. Advertiser has two base options - Joint Base Charleston Air Base or Weapons Station - and must decide which location best fulfills their marketing needs. Locations are subject to availability.

Poster Advertising Rates

Rates are per month. Pre-approval of design, content and proof of inclusion of federal endorsement disclaimer by the FSS Marketing Department is required before the advertising agreement is final. Disclaimer reads, "Paid Ad. No federal endorsement of advertiser intended or implied." Agency discounts do not apply.

	1x	3x	6x	12x
1 Location	\$350	\$325	\$300	\$275
2 Locations (10% discount)	\$315	\$290	\$270	\$250
3 Locations (15% discount)	\$300	\$275	\$255	\$235

In-Facility Poster Locations

- Medical Center
- Education Center
- Base Exchange
- Dining Facilities
- Golf Courses
- Clubs
- Bowling Alleys
- Fitness Centers
- ID Card Office
- Chapel
- Recreation Offices

Other in-facility ad opportunities

Pricing based per facility. Advertiser supplies agreed materials.

Fence Banners (8' x 3' with grommets)	Youth programs, Fitness & Sports playing fields, Wrenwoods & Redbank Golf Courses & swimming pools
Mouse Pads (QTY: 200)	JB Libraries & LIBERTY Bowman Center
Window Clings	Cinema One, Sam's Fitness Center, Redbank Golf Course
Patio Umbrellas	JB Clubs, The Dive & Youth Programs
Outdoor Posters	Cinema One (<i>priced at poster advertising rates</i>)
Tee Markers, Golf Cart Decals, & Golf Score Cards	Home to two 18-hole golf courses - Wrenwoods & Redbank Plantation - favored by the entire joint base community. Through youth clinics, club championships, invitationals, squadron tournaments & more, advertise to over 43,000 people who play the courses each year

Do you know?

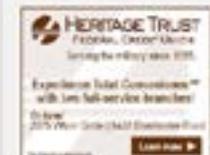
JB Charleston has over 53 tenants comprising of the Air Force, Navy, Army, Marine Corps and other DoD missions. Geographically, we are comprised of over 23,000 non-contiguous acres and includes 22 miles of Atlantic shoreline and 34 miles of active rail.

Web Advertising

HomePage



Web Ads



Calendar @ a glance



The Breeze

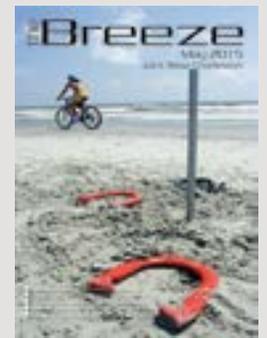
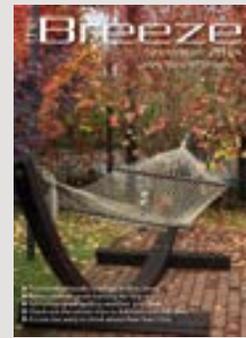
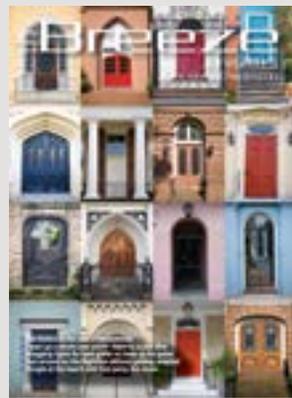


The website includes pages for every FSS facility at both the Air Base and Weapons Station and connects to several facilities' Facebook pages. Ad should be 150 dpi, RGB and saved as a .jpg format. Target URL needs to be provided at time of submitting final artwork. Graphic/design services are available through FSS Marketing to build or rework ads. Ad will be placed on the right side column of the website.

The public website for the 628th Force Support Squadron at Joint Base Charleston - JBCCharleston.com - is a popular and well-visited site by both the Air Base and Weapons Station personnel. About 33% of our site traffic is from outside the base seeking information on lodging, employment opportunities and recreational activities.

Web Ad specifications and Rates

Ad size (pixels)	1x	3x	6x	12x
300 x 250	\$150	\$400	\$750	\$1400



Closing Dates

Issue	Distribution Date	Submission Deadline
January	Dec. 21, 2018	Nov. 15, 2018
February	Jan. 25, 2019	Dec. 16, 2018
March	Feb. 22, 2019	Jan. 21, 2019
April	March 25, 2019	Feb. 15, 2019
May	April 26, 2019	March 15, 2019
June	May 24, 2019	April 19, 2019
July	June 25, 2019	May 17, 2019
August	July 26, 2019	June 21, 2019
September	Aug. 23, 2019	July 19, 2019
October	Sept. 24, 2019	Aug. 16, 2019
November	Oct. 25, 2019	Sept. 20, 2019
December	Nov. 22, 2019	Oct. 18, 2019

the Breeze

at [Facebook](#) and [JBCharleston.com](#)

The 628th Force Support Squadron's exclusive monthly magazine, **The Breeze**, is a 32-page, full-color news and events magazine.

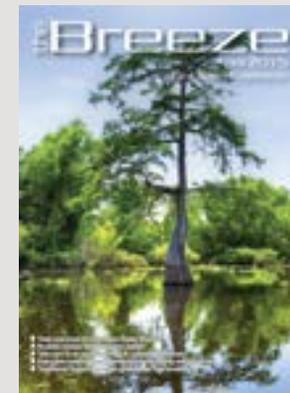
Breeze Rates

	Open	3x	6x	12x
Full Page	\$450	\$425	\$400	\$375
1/2 Page (horz. or vert.)	\$300	\$275	\$250	\$225
1/4 Page	\$250	\$225	\$200	\$175



Premium Full Page Placement

Front Inside Cover	\$550	\$525	\$500	\$475
Back Inside Cover	\$500	\$475	\$450	\$425
Back Cover	\$550	\$525	\$500	\$475





Joint Base Charleston is one of 12 DoD Joint Bases and is host to over 60 DoD and Federal agencies. The 628th Air Base Wing delivers installation support to a total force of over 90,000 Airmen, Sailors, Soldiers, Marines, Coast Guardsmen, civilians, dependents, and retirees across four installations including the Air Base and the Weapons Station. The base maintains \$7.5 billion in base property and capital assets spanning 3 seaports, 2 civilian-military airfields, 39 miles of rail and 22 miles of coastline totaling almost 24,000 acres. A few unique programs include operation of 3 locomotives critical to moving crucial munitions, MRAPS, and tanks, as well as participation in the Global Threat Reduction Initiative. Joint Base Charleston also offers unique installation support missions including the harbor security patrol, the transportation isolation system (TIS), and the Cooper River dredging. The mission consists of 6 different focus areas: installation support, airlift & airdrop operations, training Naval nuclear operators, deployable logistics, multi-mission warfighter support and inter-agency cooperation.

Do you know?

Market your business “behind the gate” with FSS, the most effective method to reach JB Charleston military community. Your business will have a competitive advantage over business who do not target the financially sound and captive military target market.

Advertising Policy

JB Charleston will accept positive advertising by companies demonstrating the benefits of the product or service advertised. Advertisers and advertising agencies assume liability for all content and all responsibility for any claims made against JB Charleston arising from the content of the ad. JB Charleston reserves the right to exercise its sole discretion in rejecting any advertising that does not conform to Air Force standards. The federal endorsement disclaimer “Paid ad. No federal endorsement of advertiser intended or implied,” must be stated on all advertising.

Payment Policy

Payments are to be made by check, made out to:

JB Charleston Marketing Department
102 N. Davis Drive, Bldg. 322, Suite 105,
Joint Base Charleston, S.C., 29404.

Approved advertisement materials will be mailed to the same address. Payment will be made in full prior to the publication date. For the Breeze, in the event payment is not received by the sixth calendar day of the month prior to print month, the ad will not be published.

Cancellation Policy: Joint Base Charleston will refund the advertising fee, minus a \$50 administration fee, if cancellation is made at least 10 days prior to the month in which the ad was to appear. No refunds will be made after that date.



Contact Information

For more information, or to place an ad, please contact the Joint Base Charleston Marketing Office:

JB Charleston
Marketing Department
102 N Davis Drive
JB Charleston, S.C., 29404
Telephone: 843-963-3816
Fax: 843-963-2788
Email: advertise@jbcharleston.com