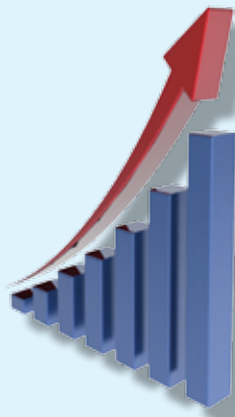




Serving the Market...Supporting the Mission...Since 1999

AmeriForce Publishing, Inc.

2012 Media Kit

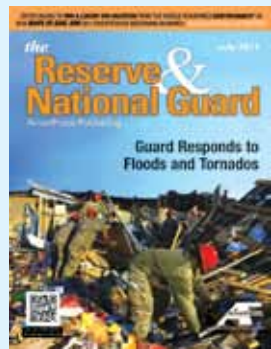


**We're
Changing,
Growing,
EXPANDING!**

To serve our readers and advertisers even better,
in 2012 you can expect:

- ★ Frequency increase of *The Reserve & National Guard Magazine* from six to EIGHT issues
- ★ Frequency increase of *Military Families Magazine* by AmeriForce Publishing from two to four issues, and title change to better reflect the audience
- ★ Consolidation of the award-winning, annual *PCS-TDY Military Relocation Guides* into one robust WORLDWIDE guide
- ★ The same quality coverage and market penetration you expect with the award-winning, annual *Military Deployment Guide* and the *Military Finance Guide*
- ★ Total Website redesign
- ★ Improved paper quality

www.AmeriForce.net/ADVERTISE



8x Per Year



4x Per Year



Annual



Annual



Annual

The Reserve & National Guard Magazine

www.AmeriForce.net/RNG



Pricing - 150,000 circulation each (four color)

Ad Size	Gross Cost	Ad Size	Gross Cost	**Frequency Discounts
Full page	\$11,980	Cover 4	\$15,570	5% for 3 issues
1/2 page digest	\$7,190	Cover 2	\$14,380	10% for 5 issues
1/3 page square	\$4,790	Cover 3	\$13,180	15% for 8 issues
1/6 page vertical	\$3,000	Across from TOC	\$13,180	20% for 10 issues +
		Center Spread	\$25,160	

** Frequency discounts apply to ALL AmeriForce titles booked in a calendar year.

Requested by nearly 1,000 Reserve & Guard units nationwide, some say...

I deeply appreciate the information and resources you provide to us. In this day of high expense it is so hard to provide members with the needed information and stay in budget. Thanks so much for this service.
Illinois

Wonderful magazines!
Alabama

Great product. My unit will be Deploying in a year and I've been looking for good reference material.
Arizona

This is one of the best magazines I have seen for our Marines (Reserves) and Families!
New York

Schedule

Issue	Ad Space Close	Material Due	Release
Feb/March	12/15/2011	1/9	2/2
April	2/15	3/7	3/30
May	3/22	4/11	5/4
June/July	5/18	5/29	6/21
September	7/12	8/1	8/28
October	8/17	9/7	10/4
November	9/12	10/2	10/30
December	10/19	11/8	12/10

Circulation by State

State	Locations	Quantity	State	Locations	Quantity	State	Locations	Quantity
AK	6	1,360	MA	13	3,360	PA	36	6,640
AL	32	5,440	MD	39	6,560	RI	6	1,040
AR	10	1,840	ME	5	1,200	SC	15	2,640
AZ	14	3,200	MI	18	3,280	SD	3	720
CA	99	15,760	MN	7	1,440	TN	22	3,680
CO	7	1,360	MO	31	4,960	TX	64	9,920
CT	9	1,740	MS	35	4,880	UT	6	1,040
DC	13	2,480	MT	6	880	VA	55	9,760
DE	2	400	NC	35	6,480	VT	5	800
FL	39	7,200	ND	5	1,280	WA	33	5,280
GA	31	10,400	NE	2	240	WI	14	2,640
HI	6	880	NH	4	720	WV	6	3,040
IA	6	1,760	NJ	16	3,040	WY	2	400
ID	5	640	NM	4	640	AE	11	2,240
IL	35	5,360	NV	5	720	AP	5	480
IN	32	4,960	NY	34	4,400	PR	8	960
KS	8	1,760	OH	27	3,760	VI	2	240
KY	8	1,040	OK	10	2,560			
LA	26	4,000	OR	10	1,440			
						*Totals	986	175,040

To view full Publisher's Circulation Statement, please go to the Web: www.AmeriForce.net/ADVERTISE

*Circulation subject to change in 2012.

Military Families Magazine by AmeriForce Publishing

www.AmeriForce.net/FAMILIES



Pricing - 150,000 circulation each (four color)

Ad Size	Gross Cost	Ad Size	Gross Cost	**Frequency Discounts
Full page	\$11,980	Cover 4	\$15,570	5% for 3 issues
1/2 page digest	\$7,190	Cover 2	\$14,380	10% for 5 issues
1/3 page square	\$4,790	Cover 3	\$13,180	15% for 8 issues
1/6 page vertical	\$3,000	Across from TOC	\$13,180	20% for 10 issues +
		Center Spread	\$25,160	

** Frequency discounts apply to ALL AmeriForce titles booked in a calendar year.

Schedule

Issue	Ad Space Close	Material Due	Release
Spring	3/5	3/23	4/17
Summer	5/29	6/18	7/12
Fall	8/1	8/21	9/18
Winter	10/2	10/23	11/20

Requested by more than 1,200 (primarily) Active Duty commands nationwide, some say...

This is a great resource! We are always looking for more media resources to provide to our service members and their families.
Pennsylvania

We add these to our resources given to new spouses attending our Army Family Team Building Level 1 class. I have always found your magazines having very useful information.

Washington

Awesome resource!

South Carolina

I'm the Family Readiness Support Assistance for 75th Fire Brigade, Fort Sill, Oklahoma. Your publications are an excellent source of information to our military families, especially the young spouses. As a retired military, Vietnam and Desert Storm veteran, I know the importance of this information. Thank you very much for helping me to help others.

Oklahoma

Circulation by State

State	Locations	Quantity	State	Locations	Quantity	State	Locations	Quantity
AK	12	1,955	MA	12	1,955	PA	27	3,825
AL	23	3,060	MD	46	6,375	RI	4	680
AR	12	1,190	ME	3	340	SC	29	3,740
AZ	17	1,955	MI	10	1,090	SD	2	340
CA	134	15,980	MN	4	765	TN	15	1,615
CO	17	2,040	MO	16	2,040	TX	119	19,635
CT	6	935	MS	17	2,635	UT	8	850
DC	16	2,380	MT	3	255	VA	83	10,370
DE	2	170	NC	57	9,775	VT	1	85
FL	95	11,985	ND	10	1,190	WA	27	4,845
GA	50	11,815	NE	2	170	WI	9	935
HI	28	3,570	NH	4	340	WV	4	340
IA	6	935	NJ	18	2,210	WY	3	255
ID	5	595	NM	14	1,530	AA	4	170
IL	23	3,145	NV	3	340	AE	84	9,435
IN	13	1,275	NY	29	3,145	AP	48	5,950
KS	14	2,550	OH	17	2,465	PR	4	425
KY	11	1,050	OK	23	3,400			
LA	28	4,080	OR	7	680			
						*Totals 1,270		175,015

To view full Publisher's Circulation Statement, please go to the Web: www.AmeriForce.net/ADVERTISE
*Circulation subject to change in 2012.

Military Deployment Guide by AmeriForce Publishing

www.AmeriForce.net/DEPLOYMENT



Pricing (four color)

Title and Circulation	Ad Size	Gross Cost	Ad Size	Gross Cost	**Frequency Discounts
Deployment Guide 100,000	1/2 page digest	\$5,720	Cover 3	\$10,490	10% for 5 issues
	1/3 page square	\$3,820	Cover 4	\$12,400	15% for 8 issues
	1/6 page vertical	\$2,390	Across from TOC	\$10,490	20% for 10 issues +
			Center Spread	\$20,030	

** Frequency discounts apply to ALL AmeriForce titles booked in a calendar year.

Military Deployment Guide by AmeriForce Publishing - Requested by more than 700 base readiness managers, some say...

Great information for Soldiers and all service members.
Virginia

Our members and families will truly benefit from this great resource.
North Carolina

Thank you for supporting our troops!
Guam

We love your publications. The families love your publications!
Texas

Schedule

Issue	Ad Space Close	Material Due	Release
Deployment Guide	1/13	2/3	2/29

Circulation by State:

Military Deployment Guide by AmeriForce Publishing

State	Locations	Quantity	State	Locations	Quantity	State	Locations	Quantity
AK	1	50	MA	9	1,050	PA	22	2,550
AL	15	1,150	MD	24	3,800	RI	4	550
AR	10	800	ME	3	350	SC	15	1,500
AZ	11	1,200	MI	8	850	SD	2	550
CA	68	6,765	MN	3	400	TN	12	1,000
CO	11	7,550	MO	8	600	TX	62	14,450
CT	7	750	MS	6	900	UT	2	150
DC	11	1,900	MT	2	200	VA	51	4,750
DE	3	600	NC	39	8,400	VT	2	100
FL	32	3,400	ND	9	1,050	WA	32	4,300
GA	24	6,100	NE	2	250	WI	7	450
HI	10	1,450	NH	2	100	WV	2	100
IA	3	200	NJ	14	1,050	WY	2	250
ID	3	300	NM	6	500	AE	38	4,650
IL	17	2,050	NV	3	450	AP	36	4,300
IN	9	650	NY	17	1,300	PR	4	200
KS	8	1,000	OH	13	1,100			
KY	9	4,200	OK	13	1,400			
LA	13	1,450	OR	7	650			
						TOTAL	748	100,000

Military Finance Guide by AmeriForce Publishing

www.AmeriForce.net/FINANCE



Pricing (four color)

Title and Circulation	Ad Size	Gross Cost	Ad Size	Gross Cost	**Frequency Discounts
Finance Guide 100,000	Full page	\$9,540	Cover 2	\$11,450	5% for 3 issues

** Frequency discounts apply to ALL AmeriForce titles booked in a calendar year.

Military Finance Guide by AmeriForce Publishing - Requested by more than 1,000 units nationwide, some say...

Great magazine on financial issues, credit, budgeting, and other money matters. I truly enjoyed the article on "Surviving these Times". As a financial counselor with MacDill Air Force Base Airmen and Family Readiness Center my fellow counselors can appreciate the article and the Finance Guide. Thank you.

Florida

A great way to disseminate information to military families all over the military.

Virginia

...they are going like crazy. The articles are very relevant for these times of economic hardships..

Japan

Schedule

Issue	Ad Space Close	Material Due	Release
Finance Guide	11/15/2011	12/7/2011	1/4

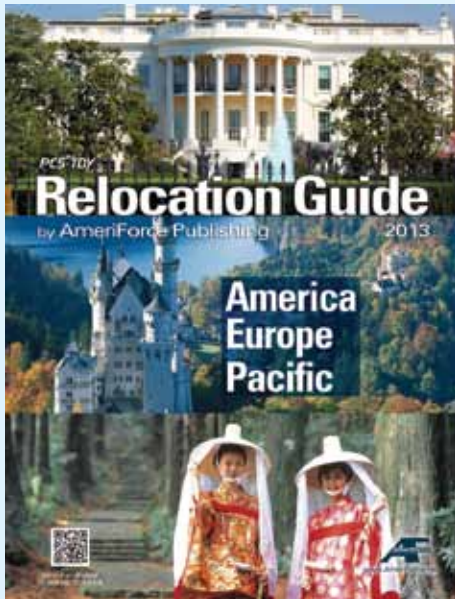
Circulation by State:

Military Finance Guide by AmeriForce Publishing

State	Locations	Quantity	State	Locations	Quantity	State	Locations	Quantity
AK.....	14.....	1,275	MA.....	12.....	975	PA.....	27.....	2,730
AL.....	30.....	2,210	MD.....	34.....	4,030	RI.....	5.....	650
AR.....	8.....	650	ME.....	3.....	195	SC.....	25.....	2,145
AZ.....	15.....	1,105	MI.....	9.....	780	SD.....	1.....	65
CA.....	92.....	8,970	MN.....	2.....	325	TN.....	12.....	1,040
CO.....	15.....	1,755	MO.....	15.....	1,105	TX.....	85.....	8,450
CT.....	5.....	325	MS.....	14.....	1,430	UT.....	6.....	455
DC.....	17.....	1,105	MT.....	2.....	130	VA.....	60.....	4,355
DE.....	2.....	130	NC.....	38.....	5,525	WA.....	27.....	2,730
FL.....	46.....	4,680	ND.....	6.....	390	WI.....	7.....	845
GA.....	38.....	7,930	NE.....	3.....	195	WV.....	4.....	260
HI.....	20.....	3,380	NH.....	2.....	130	WY.....	3.....	195
IA.....	5.....	1,040	NJ.....	17.....	1,625	AA.....	1.....	65
ID.....	2.....	390	NM.....	12.....	1,365	AE.....	62.....	5,135
IL.....	18.....	1,560	NV.....	3.....	195	AP.....	54.....	5,655
IN.....	13.....	845	NY.....	24.....	1,690	PR.....	5.....	390
KS.....	11.....	1,105	OH.....	11.....	1,040			
KY.....	10.....	1,105	OK.....	19.....	2,275			
LA.....	18.....	1,560	OR.....	8.....	520			
						TOTAL	998	100,035

Military PCS-TDY Relocation Guide by AmeriForce Publishing

www.AmeriForce.net/PCS-TDY



Pricing (four color)

Title and Circulation	Ad Size	Gross Cost	Ad Size	Gross Cost
PCS-TDY Relocation Guide 250,000	Full page	\$14,960	Cover 2	\$17,950
	1/2 page digest	\$8,980	Cover 3	\$16,460
	1/3 page digest	\$5,980	Cover 4	\$19,450
	1/6 page vertical	\$3,740	Across from TOC	\$16,460
			Center Spread	\$31,420

PCS-TDY Military Relocation Guide by AmeriForce Publishing - Requested by nearly 2,000 relocation managers worldwide, some say...

We appreciate all that you do in assisting our military members.
Texas

These relo guides are the best I've seen to date and the customers have positive comments often! Very helpful!

Michigan

We pass these books out to all our in-coming/out-going personnel. We are the Relocation Office here at MCAS Miramar and these are great books for our service members/dependents.

California

The service members that drill or visit our reserve center enjoy getting the magazines; they keep them up to date on information.

Louisiana

Schedule

Issue	Ad Space Close	Material Due	Release
PCS-TDY Guide	4/12	5/2	5/25

Beginning in 2012, the PCS-TDY America, Europe and Pacific relocation guides will be consolidated into one WORLDWIDE relocation guide with a circulation of 250,000 copies.



2012 Editorial Highlights

(Not all-inclusive. Subject to change without notice.)

RNG = Reserve & National Guard Magazine

Finance Guide (Annual - CLOSERS FOR AD SPACE 11/15/2011)

- Getting a mortgage in today's market
- Buying versus renting
- When a Spouse Gets Laid Off
- Caring for Aging Parents While in the Military
- Paying for College

Feb/March RNG (Growing to EIGHT TIMES in 2012! - CLOSERS FOR AD SPACE 12/15/2011)

- RNG Entrepreneurs
- Unit Profile
- RNG Spotlight
- Distance Education
- Happy Birthday Coast Guard Reserve and Navy Reserve

Deployment Guide (Annual - CLOSERS FOR AD SPACE 1/13/2012)

- Get Your Finances Ready
- Communicating While Deployed
- Deployment Checklists
- Education While on Deployment
- Reintegration section

April RNG (CLOSERS FOR AD SPACE 2/15/2012)

- Army Reserve Retrospective
- RNG Spotlight
- GI Bill
- Happy Birthday Air Force Reserve and Army Reserve
- Healthcare Update

Spring Military Families (Growing to FOUR TIMES in 2012! (CLOSERS FOR AD SPACE 3/15/2012)

- Spouse Employment
- GI Bill Transferability Update
- TRICARE for Families
- Spring Cleaning
- Seasonal Decorating

May RNG (CLOSERS FOR AD SPACE 3/22/2012)

- Celebrity Interview
- ESGR
- Education Profile
- Unit Profile
- RNG Spotlight

Relocation Guide (Consolidating three regional guides into one GLOBAL guide in 2012!) (CLOSERS FOR AD SPACE 4/12/2012)

- Education on the Move
- Decorating on a Budget
- DITY Moves
- Moving Checklists
- Privatized Housing

June/July RNG (CLOSERS FOR AD SPACE 5/8/2012)

- Leadership Interview
- RNG Olympic Athletes
- Education During the Summer
- Happy Birthday Army, Coast Guard and Marine Reserve
- RNG Spotlight



2012 Editorial Highlights

(Not all-inclusive. Subject to change without notice.)

RNG = Reserve & National Guard Magazine

Summer Military Families (CLOSES FOR AD SPACE 5/29/2012)

- Special Summer Travel Section
- Tips for Entertaining Kids Out of School
- Minimize Your Children's Summer Learning Slide
- Packing Tips for Families
- Disaster Preparedness for Families

September RNG (CLOSES FOR AD SPACE 7/12/2012)

- Distance Education Special Package
- Leadership Interview
- Unit Profile
- RNG Spotlight
- Happy Birthday Air Force and Air National Guard

Fall Military Families (CLOSES FOR AD SPACE 3/15/2012)

- Back to School Special Section
- Financing Back-to-School; Finding Deals
- Getting Ready for Retirement
- Prep Your Home for the Cooler Months
- Caring for Aging Parents

October RNG (CLOSES FOR AD SPACE 8/17/2012)

- Legislative Update
- Unit Profile
- Distance Education Tips
- RNG Spotlight
- Happy Birthday Navy

November RNG (CLOSES FOR AD SPACE 9/12/2012)

- RNG Benefits Roundup
- Education Profile
- Unit Profile
- RNG Spotlight
- Happy Birthday Marine Corps

Winter Military Families (CLOSES FOR AD SPACE 10/2/2012)

- Saving Money for the Holidays
- Gift-Giving Ideas
- Decorating for the Holidays on a Budget
- When You Cannot Visit Family
- Planning for Education in the New Year

December RNG (CLOSES FOR AD SPACE 10/19/2012)

- A Look Ahead for the Reserve Component
- Education Updates
- Unit Profile
- RNG Spotlight
- Happy Birthday National Guard

On the Web

www.AmeriForce.net

2012 Brings You a Brand New Website!



We offer a variety of online programs— from simple banner advertising to targeted E-Blasts to Web video. Let us help you craft an online advertising program that meets your military marketing objectives. Pricing for some of our more popular programs is listed below:

Our new Website will focus on quality of life issues as they affect military personnel (active duty, Reserve and Guard) and their families. It will highlight the assistance our advertisers offer, and will complement the valuable information provided in our print publications. Newsworthy items will be presented and updated frequently, and EASE OF USE will be the key attribute of the new Site.

*Menu of Web Options	Gross Pricing (agency discounts apply)
Home Page Top Banner	\$5,000 per year
Home Page Advertorial "teaser" that links to an advertorial page	\$3,000 per quarter
Sub-Page banner	\$3,000 per year
E-Blasts (Sent weekly - client-provided content)	\$1,500 each
Web Video (2 min. maximum)	\$1,000 per month

* Ask about other Web options that may better suit your needs

Mechanical Requirements

Mechanical Requirements: All Publications:

	Wide X Deep
Page bleed before trim	8.25" x 10.75"
Finished page	8" x 10.5"
Full-Page (copy) live area *	7.5" x 10"
Half-Page vertical	4.75" x 7.31"
One-third Page square	4.75" x 4.875"

* Live area keep reading matter 1/4" from gutter and trim edge.

Materials should be sent to:

Diana Tyo, Production Manager
AmeriForce@cox.net

Ad material should be (choose one):

- Uploaded to ftp site (see below)
- Emailed to Ameriforce@cox.net
- Mailed on CD with color proof to:

Diana Tyo, Production Manager
304 St. Joseph Ave.
Long Beach CA 90814
562-235-4846

--or--

Uploading Instructions:
HOST: ftp.pcs-tdy.com
USER: advertiser
PASS: 566pass3

Checklist:

- Ads should be high resolution, print quality PDFs. Save file as PDF X-1a if possible or "press ready."
- Color sequence and all linked images should be CMYK.
- Color and grayscale images should be as close to 300 dpi as possible.
- Line art should be 1200 dpi.
- Create spreads as single pages.
- We require 3/16" for type and image safety area. All text and images that do not bleed need to be at least 3/16" (.1875") inside of trim.
- EPS Files are also acceptable. If sending an Illustrator EPS, make sure fonts are outlined.
- Include all fonts, both screen and printer, linked images/artwork and a color proof.
- If ad is black and white, turn off cyan, magenta and yellow separations and make sure images are one color black.
- It is best not to use small size thin fonts in 4-color black. Use one color black.
- Show all art, trim and bleed boxes on PDFs.
- Any production questions, call Diana Tyo at 562-235-4846.

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