



U.S. AIR FORCE

# 2020 ADVERTISING & COMMERCIAL SPONSORSHIP OPPORTUNITIES

RAF LAKENHEATH  
MARKETING & PUBLICITY



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# 48TH FORCE SUPPORT SQUADRON

As part of the 48th Fighter Wing, the 48th Force Support Squadron provides the very best in quality of life initiatives, programs, events, and activities to the RAF Lakenheath community.

Providing the best in customer service is not just a saying, but a way of life. Our goal is to deliver the best in morale, welfare and recreation to support our mission, Airmen and families through a variety of events and programs.

Let us know who your target customers are and we'll help get your message to them. Whether you want to make a one-time donation for an event you feel represents your business, are looking to be a long term advertiser or supporter of multiple events, the 48th Force Support Squadron Commercial Sponsorship and Advertising Coordinator can tailor a comprehensive plan to meet your needs.

## Contact us

Phone 01638 521719

Mail (from the UK/Europe)

48 FSS/FSK

Attn: Marketing & Publicity

Unit 5187, RAF Lakenheath

Brandon, Suffolk IP27 9PN

Mail (from the USA)

Attn: Marketing & Publicity

Unit 5187, APO, AE

09461-5187

Email [48fssmarketing@gmail.com](mailto:48fssmarketing@gmail.com)



# What is Sponsorship?

**Commercial Sponsorship provides your business with the opportunity to increase visibility and awareness of your product and services within the RAF Lakenheath community while enhancing and expanding the vital programs that contribute to the quality of life for Air Force members and their families.**

**The 48th Force Support Squadron promotes over 400 different, specifically-targeted events per year. We have a diverse array of potential customers at our golf and bowling tournaments, club events, youth programs, leisure and travel trips, fairs and festivals.**

\*The Commercial Sponsorship Program is a Department of Defense Program, which authorizes Force Support Squadrons to give public recognition and limited advertising in return for sponsorship, e.g., the sponsor name/logo printed on a flyer, program or banner, plus announced at the event. Other base agencies and unofficial organizations and activities may not solicit commercial sponsorship from on-base or off-base businesses. While you may choose to contribute to the Air Force through such organizations, you will lose much of the exposure you would gain through the official Commercial Sponsorship Program.

## Sponsorship Options:



### Direct Financial Support

Cash to be used to offset the costs of events and programs.



### Program Support

Such as uniforms, equipment, medals, trophies, etc. for various sports programs.



### In-Kind Products

Products or services to enhance events and programs.



### Gifts & Donations

Gifts and donations in the form of cash, products & services are accepted and always appreciated. Publicity and recognition for gifts and donations are limited.



### Prizes

Products, gift certificates and service-related prizes of all types, none too small or large.

# Important Information

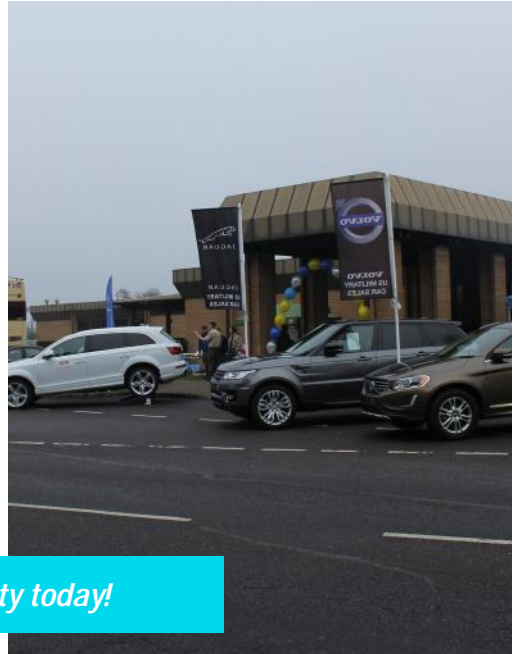
For potential sponsors

## SPONSORSHIP BENEFITS!

As a commercial sponsor, your business will have high visibility and direct exposure to a large military community of over **13,000** personnel. Your business will be entitled to benefits\* which may include:

- High Visibility
- Over **10,000** exposures in the monthly **atEase** magazine
- Over **8,000** exposures in the **48th Flash** weekly e-newsletter
- Pre-event exposures in pavement signs and digital screens displayed in prominent locations around the base, on the **lakenheathfss.com** website, social media and electronic slides located in multiple FSS facilities
- Authorization to display banners, provide handouts & promote your business/products at sponsored base events
- Verbal recognition of contributions at the event
- Logo/brand recognition on event signage
- Product sampling

*\*To be considered for sponsor benefits the total value of the contribution must be at least \$100. Contributions of \$99 and under will be considered a donation.*



**Invest in your local military community today!**

# 2020 EVENTS

**February** THE BIG GAME at Liberty Club

**March** TRAVEL FAIR by Information Tickets & travel

**April** EASTER BRUNCH at Liberty Club

**May** FITNESS MONTH at Fitness Center

**May** SUMMER KICK OFF at Page CAC

**June** SUMMER READING PROGRAM at the Library

**July** LIBERTY FEST a big base event

**September** OKTOBERFEST & .5K RUN by Liberty Club & Fitness

**October** HALLOWEEN HUT at Page Community Center

**December** TREE LIGHTING CEREMONY a big base event

**December** NEW YEAR'S EVE at Liberty Lanes & Liberty Club

**Liberty Lanes Bowling**  
**Auto Hobby Complex / Tire & Lube**  
**Arts & Crafts**  
**Page & Ward Community Centers**  
**Wood Crafts**  
**Liberty Club**

After Dark Casino Bar

Pinkerton's

Rugbie's

Great Little Pizza Place

**Fitness Center**

**Golf Course**

Breckland Pines

**Information Tickets & Travel**

**Library**

**Child & Youth Programs**

**ODR**

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## ○ Ask today!

Each facility offers many more events throughout the year! Check with us and see what's happening!

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*The 48th Force Support Squadron Commercial Sponsorship Coordinator can provide you with a complete listing of upcoming events & programs and/or customized sponsorship packages!*

# Advertise with us!

## Ad options

### BRING IN NEW CUSTOMERS!

places. Here is your opportunity to send a personal invitation to them. **RAF Lakenheath has over 9,000 Active Duty personnel, British U.S. civilians and more than 4,000 family members and an average rotation of 200+ new service members and their families per month.** You can get your message out to a diverse group of potential clients who may not have heard of your business otherwise.

A consistent and repetitive advertising campaign is the easiest and best way to build your brand and ensure ongoing support for your business. The 48th Force Support Squadron Marketing & Publicity Office is the key to that success. We offer a wide variety of advertising options to help you reach your target market.

**The men, women and families of RAF Lakenheath want to go off base!** They want to interact with new surroundings, experience new things and travel to new



**Sakura**  
Japanese & Chinese Restaurant

We are a family-friendly restaurant located in Lakenheath, serving both Japanese and Chinese food including fresh sushi, noodle soup, rice and more! Eat in or Takeaway.

- ▶ Call us to book a table and try something new today!  
01842 850 484
- ▶ Customer parking is available at the back of the restaurant.  
44 High Street  
Lakenheath  
Brandon

VIEW OUR MENU ON FACEBOOK  
Search "Sakura Lakenheath"



OPENING TIMES  
Monday to Thursday: 11:00-14:30, 16:30-22:00  
Friday and Saturday: 11:00-14:30, 16:30-23:00  
Sunday: 12:00-22:00



**Trans Global**  
Logistics UK Limited

**DO YOU HAVE TO SHIP YOUR POV?**  
*Get first class service with our vehicle shipping specialists!*

We provide full-service shipping, based on your requirements: *from collection to delivery.*

Contact us today for a FREE quote!  
Email: [enquiries@carshipuk.co.uk](mailto:enquiries@carshipuk.co.uk)  
Web: [www.carshipuk.co.uk](http://www.carshipuk.co.uk)  
Phone: 01638 515714

**NEW LOCATION**  
Visit us in  
Mildenhall Village



**Are you looking for an original gift?**  
What could be more original than pastel art created just for you?

A great gift for...  
• Going-Aways • Retirements  
• Family Memories • Just for Fun

**Art By Peg**  
Original Pastel Art

Contact me to discuss your project  
[pmeyersick@gmail.com](mailto:pmeyersick@gmail.com) | 075121 80007  
[www.artbypeg.com](http://www.artbypeg.com)



\*All ads must contain the following disclaimer: Paid ad, no federal endorsement of advertisement intended

# In-house Ad Design

Don't have artwork, or just want something new? Let our team of highly motivated professionals design it for you!



Flat Rate  
Design Fee:  
**£40**  
INCLUDES TWO REVISIONS



Flat Rate  
Adjustment Fee:  
**£20**  
INCLUDES ONE REVISION

\*All advertising artwork (except 52° North) may be rotated out monthly, giving your business the opportunity to get new messages out each month!

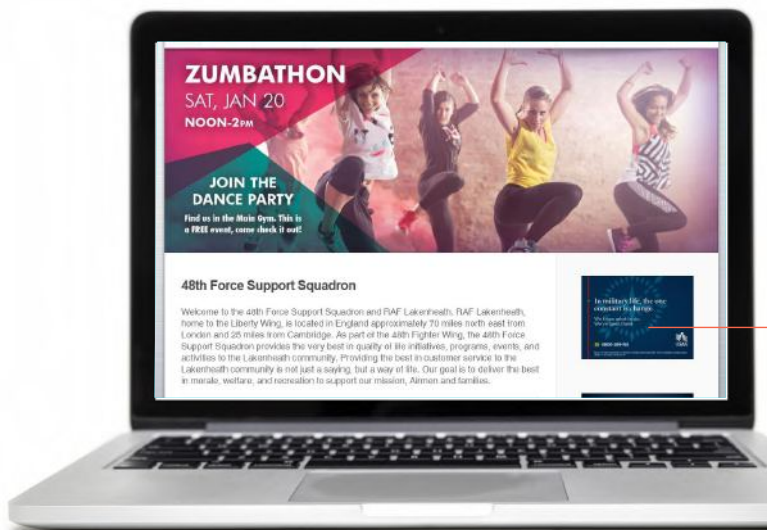
## DEADLINES

*All advertising payments are due 10 calendar days from receipt of invoice. Acceptable forms of payment via cash, check, and card. Please make all checks payable to the 48th Force Support Squadron.*

# Advertise with us!

[www.lakenheathfss.com](http://www.lakenheathfss.com)

The 48th Force Support Squadron website is a comprehensive online go-to guide for the RAF Lakenheath community with **over 30,000 views a month!** It provides 24/7 access to information such as facility hours of operation, phone numbers, event advertisements and much more. Check us out at [www.lakenheathfss.com!](http://www.lakenheathfss.com)



## WEB AD DIMENSIONS

- 200 x 145 pixels
- Landscape
- 150dpi
- RGB
- .jpeg format
- Able to link to your website

## Advertising Rates Per Month:

HOME PAGE

3x	£90
6x	£80
12x	£70

**HYPERLINK TO DIRECT WEBSITE AVAILABLE!**



# Advertise with us!

## FSS Digital Monitors



Newly added advertising option! Our large vertical monitors are located in high traffic areas promoting all FSS Events and advertisement on a continuous loop with the option for short video clips.

### DIGITAL MONITOR DIMENSIONS

- 1920 x 1080
- Portrait

### Advertising Rates Per Month:

ONE AD (ONLY 5 SPACES)

3x	£90
6x	£85
12x	£80

### DEADLINES

Artwork for digital media must be submitted no later than the 15th of the month prior to advertisement. For example: January ads are due by December 15.

\*All ads must contain the following disclaimer: Paid ad, no federal endorsement of advertisement intended

# Advertise with us!

## AtEase Magazine

Highlighting 48th Force Support events and activities, the atEase is a monthly 44 page & growing, full color magazine printed on A4 glossy paper. The magazine underwent a complete redesign and expansion in 2019 and now offers a modern layout and more engaging content. Combining the **3,000 issues** with our average readership of 2.5 consumers per issue, your message will be seen **over 8,000 times each month** by people who are ready, willing and able to do business with you. Our publication has ZERO waste at the end of each month. Consumption is guaranteed and viewership is loyal.

**BONUS:** The atEase is also posted online at [www.lakenheathfss.com/atease](http://www.lakenheathfss.com/atease) allowing 24/7 access with over 30,000 hits per month! Plus, advertising artwork can be rotated out monthly, giving your business the opportunity to get new messages out each month!



### Acceptable File Types

300 dpi or higher and CMYK color format  
.pdf .tiff, .jpeg, .eps. files only.



### Unacceptable File Types

low res images (less than 300 dpi), RGB color format, any format other than listed above. Design/adjustment fees may apply for artwork that requires conversion to an acceptable format for print.



### @EASE AD DIMENSIONS

#### FULL PAGE

- 303mm H x 216mm W
- Portrait

#### HALF PAGE

- 151.5MM H x 216mm W
- Landscape

#### QUARTER PAGE

- 75.75mm x 108mm
- Portrait

*\*All ads must contain the following disclaimer: Paid ad, no federal endorsement of advertisement intended*

\*Ads are placed at the discretion of the publisher with the exception of placement preference advertisers who have reserved the front inside cover.

Prime Locations refers to 1/2 page ad on Contents page.

## Advertising Rates Per Month:

### PRIME LOCATIONS

#### 1/2 PAGE ADVERT\*:

1x	£200
3x	£190
6x	£180
12x	£170

#### HALF PAGE:

1x	£155
3x	£145
6x	£135
12x	£125

#### FULL PAGE:

1x	£270
3x	£255
6x	£240
12x	£225

#### QUARTER PAGE:

1x	£95
3x	£90
6x	£85

#### BACK COVER:

1x	£385
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*\*Based on availability. Please specify when placing order.*

## DEADLINES

Space reservations are due on the 1st of the month prior and artwork is due no later than the 2nd Friday of the month prior. For example: For the January issue advertising space needs to be reserved by December 1 and final artwork needs to be received by our office no later than December 13.

# Advertise with us!

## 52° North Travel Guide

52° North Travel, Recreation & Leisure Guide is a bi-annual travel publication highlighting tours, trips and outdoor adventures all over the United Kingdom and Europe offered by our ITT and Outdoor Recreation programs. This A5 magazine is printed in full color with a sleek and easy to follow design. We circulate **6,000 copies** to our Information, Tickets and Travel (ITT) office, Outdoor Recreation office and in each room of our base hotel, the Liberty Lodge. This essential guide stays in circulation for **six months** as the go-to book for exploring the UK and Europe! It is an extremely popular publication and in high demand all year long.

**BONUS:** The 52° North is also posted online at [www.lakenheathfss.com](http://www.lakenheathfss.com) allowing 24/7 access!



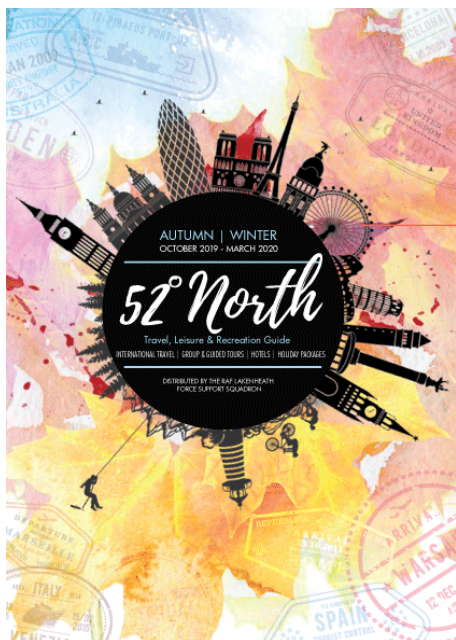
### Acceptable File Types

300 dpi or higher and CMYK color format  
.pdf .tiff, .jpeg, .eps. files only.



### Unacceptable File Types

low res images (less than 300 dpi), RGB color format, any format other than listed above. Design/adjustment fees may apply for artwork that requires conversion to an acceptable format for print.



## 52° NORTH AD DIMENSIONS

### INSIDE COVER FULL PAGE

- Full Bleed: 155mm x 217mm
- Trimmed Size: 148mm x 210mm
- Portrait

### FULL PAGE

- 135mm x 180mm
- Portrait

### HALF PAGE

- 135mm x 89mm
- Landscape

*\*All ads must contain the following disclaimer: Paid ad, no federal endorsement of advertisement intended*

## Advertising Rates

### Per Month:

FULL PAGE INSIDE FRONT  
OR BACK COVER\*

£825

FULL PAGE

£660

HALF PAGE

£385

*\*Based on availability. Please  
specify when placing order.*

\*Ads are placed at the discretion of the publisher with the exception of placement preference advertisers who have reserved the front inside cover. Prime Locations refers to 1/2 page ad on Contents page.

**POTENTIAL SAVINGS UP TO  
£66 PER ISSUE!**

**Receive a 10% discount when  
you purchase advertisements  
in two consecutive issues  
of 52° North!**



## DEADLINES

*Space reservations and artwork are due on the following dates:*

**SPRING/SUMMER ISSUE**

**SPACE RESERVATIONS:**

January 5

**FINAL ARTWORK DUE:**

January 15

**FALL/WINTER ISSUE**

**SPACE RESERVATIONS:**

July 15

**FINAL ARTWORK DUE:**

August 1

DATES SUBJECT TO CHANGE, PLEASE GET IN TOUCH TO CONFIRM.

# Advertise with us!

## FSS Monitors & Quibica Deal

### FSS MONITORS

Monitors are displayed in select FSS Facilities displaying all 48 FSS events and advertisement on a continuous loop.

### LIBERTY LANES BOWLING

One of the hot-spots on base for families and fun! Each lane not in use will display 48 FSS events and advertisement on a continuous loop with over 2,000 impressions per week for your business! Join the fun and display your message today!

#### MONITORS & QUBICA DIMENSIONS

##### FSS MONITORS:

- 960x720 pixels
- Landscape
- 72dpi
- RGB
- .bmp format

##### QUBICA (LIBERTY LANES):

- 512x256 pixels
- Landscape
- 150dpi
- RGB

Two platforms for the price of one!

#### Advertising Rates Per Month:

##### ONE AD

1x	£90
3x	£85
6x	£80
12x	£75

##### TWO ADS

1x	£135
3x	£130
6x	£125
12x	£120

*\*Based on availability. Please specify when placing order.*

# Advertise with us!

## Poster Displays

### SPACES NOW AVAILABLE IN SELECT FSS FACILITIES

Newly added advertising option! A limited number of spaces are available for you to get your message out with posters placed in high traffic areas of selected FSS facilities.

\*\*Ads are displayed in various FSS locations at the discretion of the Marketing & Publicity Office based on content and space availability.

#### POSTER DIMENSIONS

##### 23X33 INCH:

- 558.8mm x 711.2mm
- Portrait
- Displayed in a floor standing frame
- Available to rent!

##### 20 X 30 INCH:

- 508mm x 762mm
- Portrait
- Displayed in a wall mounted clip frame

#### Advertising Rates

1x	£90
3x	£85
6x	£80
12x	£75

\* Poster(s) must be provided by the advertiser.

\* Printing poster in-house is an additional cost

### DEADLINES

Artwork for digital media must be submitted no later than the 10th of the month prior to advertisement. For example: January ads are due by December 10.

LAST UPDATED: JANUARY 2020