

# Are You Getting Your Share of the **\$4.67 Billion\***

## Annual Military Impact To The Local Economy?



### *The Patriot* can help you tap into these dollars!

*The Joint Base Charleston Patriot* is an exclusive weekly newspaper (a combination of the former *Airlift Dispatch* and the *Navy Shoreline*) that is the only way to reach out to this important Charleston military market. An official military publication for the Charleston Air Force Base and the Charleston Naval Weapons Station, *The Patriot* reaches a demographic with an annual payroll of more than \$840 million.\*

#### The Facts:

- *The Patriot* has a circulation of 12,000 copies distributed across Joint Base Charleston every Thursday by way of more than 100 racks and pick-up points as well as driveway delivery to all base housing.
- Joint Base Charleston consists of Naval Weapons Station Charleston with more than 40 separate commands and 13,000 employees, and the Charleston Air Force Base, home to over 53 C-17 aircraft and 7,000 military and civilian employees, including SPAWAR, which has a \$2.6 Billion impact to the economy
- In addition, *The Patriot* is distributed to a number of important off-base location such as the VA Hospital, the Charleston Coast Guard Base and Patriots Point Military Museum.

- *The Patriot* is the official newspaper of the Charleston Military Complex serving active, reserve and retired members of the military at Joint Base Charleston.
- With 20,172 active duty, reserve personnel, civilians and contractors employed by Joint Base Charleston, *The Patriot* is an important connection to this exclusive and dynamic market which contributes more than \$4.67 Billion to the Charleston area economy.
- In addition, *The Patriot* taps into the market of more than 18,000 military retirees with more than \$450 million in military pension flowing into the Charleston economy.

**Why is the military market so important to your business?** Between 2000 and 2009, military pay rose 84% compared to just a 9% increase in the private sector. According to the Bureau of Economic Analysis, military members received average compensation of \$122,263 per person in 2009, up from \$58,545 in 2000. **THIS is a market your business needs to tap into in today's economy!**

**Advertising in *The Patriot* is the only way to get your message to the local military market!**

**Call Diggle Publishing today at 972-2356 to find out how we can help you get your share of the military's financial impact on the local economy. Or visit [www.CharlestonMilitary.com](http://www.CharlestonMilitary.com)**

## The Patriot - Joint Base Charleston

### Serving the Charleston Air Force Base and the Charleston Naval Weapons Station

This exclusive weekly newspaper is the only way to reach out to the important Charleston military market. An official military publication for the Charleston Air Force Base and the Charleston Naval Weapons Station, *The Patriot* reaches a market with an annual payroll of more than \$840 million.

*The Patriot* has a circulation of 12,000 copies which are distributed every Thursday evening to 1300 residences on both bases and over 100 racks or other pick-up points on the base. In addition, *The Patriot* is

distributed to several important off-base locations, such as the VA Hospital, the Charleston Coast Guard Base and Patriots Point Military Museum.

This publication also reaches many of the 18,000 military retirees (with an additional \$450 million in military pension payroll) that call the Charleston area home and regularly access the bases for information, goods and services.

Current and past issues can be seen at  
[www.CharlestonMilitary.com](http://www.CharlestonMilitary.com)



# Advertising Rates (\*\* Rates are per issue \*\*)

Rates applicable:  
2012

SIZE	Single Issue	4 Issues	8 Issues	12 Issues	25 Issues	50 Issues
<b>Column Inch Rate / National Rate</b>	\$8.00 / \$10.00	\$7.60 / \$9.00	\$7.50 / \$8.50	\$7.25 / \$8.25	\$7.00 / \$8.00	\$6.50 / \$7.50
<b>1/12 Page</b> 5.25" (3 col) x 3.25" or 3.458" (2 col) x 5"	\$65	\$60	\$60	\$55	\$50	\$45
<b>1/9 Page</b> 3.458" (2 col.) x 6.7"	\$75	\$70	\$65	\$60	\$55	\$50
<b>1/8 Page</b> 5.25" (3 col.) x 5"	\$85	\$80	\$75	\$70	\$65	\$55
<b>1/6 Page</b> 5.25" (3 col.) x 6.7" or 3.458" (2 col) x 10.125"	\$120	\$115	\$110	\$100	\$90	\$80
<b>1/4 Page</b> 5.25" (3 col) x 10" or 10.625" (6 col) x 5"	\$175	\$165	\$160	\$145	\$130	\$115
<b>1/3 Page</b> 10.625" (6 col.) x 6.7"	\$250	\$235	\$225	\$215	\$185	\$165
<b>1/2 Page</b> 10.625" (6 col.) x 10.125" or 5.25" (3 col) x 20.5"	\$350	\$330	\$315	\$295	\$260	\$235
<b>3/4 Page (old full)</b> 10.625" (6 col.) x 15.25"	\$475	\$450	\$425	\$400	\$355	\$315
<b>Full Page</b> 10.625" (6 col.) x 20.5"	\$675	\$640	\$610	\$570	\$500	\$450

Ads are modular in size. Non-modular ads are available in limited placement for per column inch.  
Widths: 1 col=1.667" • 2 col=3.458" • 3 col=5.25" • 4 col=7.042" • 5 col=8.833" • 6 col=10.625"

### Color Ads

(upcharge per issue)  
Black plus one color (spot color) - **\$30**  
Black plus three colors (process color) - **\$60**

### Pre-Printed Inserts

**1-2 Pages** - \$50 per 1000  
**4 Pages** - \$55 per 1000  
**5-8 Pages** (or partial insertions or heavier stock) - \$60 per 1000

- All insert rates are net to the Publisher.
- Insert rates do not include printing. Inserts must be supplied. Or we can assist with printing inserts.
- Drop shipments must be received at our print facility by eight (8) days prior to insertion date. Inserts must be boxed, not palletized loose.
- Call for shipping address / instructions for inserts.

• **Contracted rates only used for term of contract.**  
**If client cancels contract, all advertising to that point will be retroactively billed to the earned rate.**

**Deadlines** - To reserve space: Monday at noon / To submit ad digitally: Wednesday at 4 p.m.

- Pre-produced ads must be submitted digitally. No hard copy.
- Ads can be built by Diggle Publishing at no charge - deadline to submit for Diggle ad production is Tuesday at noon. Contact us for more info.
- All inserts must be received no less than five days prior to publication. Call or email for shipping address.

- All rates are net. Prices are per issue. Discounts only apply to consecutive issues. • Payment due within 15 days of billing • Cancelled contracts require retroactive payment to earned rate.
- Payment in advance is required until credit is established. Established accounts earn a discount of 5% for advance payments on contracts. • Special placement is honored only when possible.
- The Publisher and Public Affairs offices of both bases reserve the right to refuse any advertisement deemed to be against DOD regulations or which may reflect poorly on the bases or personnel.