



## Charleston Air Force Base

This exclusive weekly newspaper for the Charleston Air Force Base reaches a market with an annual payroll of more than \$678 million. **The Airlift Dispatch** has a circulation of 7,500 copies which are distributed every Thursday evening to 1000 on-base residences and 60 pick-up points on the base. *The Airlift Dispatch* is staffed and promoted by the Public Affairs Office of the CAFB and is the *official* base newspaper for Team Charleston and its families. This publication also reaches many of the 16,700 military retirees (with an additional \$450 million in military pension payroll) that call the Charleston area home and regularly access the base (and the *Airlift Dispatch*) for information, goods and services. Current issue can be seen at [www.Airlift.sc](http://www.Airlift.sc)



## Naval Weapons Station Charleston

**The Charleston Navy Shoreline** is a 5,000 circulation publication, printed every two weeks, covering the expanding Naval Weapons Station complex. This exclusive newspaper for the Weapons Station reaches a market with an annual payroll of nearly \$1 billion. The 16,797 military, civilian and contractor personnel whose livelihoods revolve around this 27 square mile complex all represent the readership of the *Navy Shoreline*, the *official* base publication. This publication also reaches many of the 16,700 military retirees (with an additional \$450 million in military pension payroll) that call the Charleston area home and regularly access the base (and the *Navy Shoreline*) for information, goods and services. Current issue can be seen at [www.Shoreline.sc](http://www.Shoreline.sc)

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

SIZE	Single Issue	8 Issues	12 Issues	25 Issues	50 Issues
<b>Full Page</b> 10" (6 col.) x 10.15"	\$500	\$455	\$425	\$400	\$375
<b>Half Page</b> (vertical or horizontal) 10" (6 col) x 5" OR 4.92" (3 col.) x 10.15"	\$260	\$235	\$220	\$205	\$195
<b>1/4 Page</b> (vertical or horizontal) 4.92" (3 col.) x 5" OR 10" x 2.5"	\$140	\$130	\$115	\$110	\$105
<b>1/6 Page</b> 3.24" (2 col.) x 5"	\$90	\$80	\$75	\$70	\$65
<b>1/8 Page</b> 4.95" (3 col.) x 2.5"	\$75	\$70	\$65	\$60	\$55
<b>1/12 Page</b> 3.24" (2 col.) x 2.5"	\$55 (2x min.)	\$50	\$45	\$45	\$40
<b>Column Inch Rate</b> (minimum 6 column inches)	\$9.00	\$8.19	\$7.65	\$7.65	\$7.00

Prices are per paper, per issue. Discounts apply to consecutive issues. All rates are net. Payment due within 15 days of billing. Ads are modular in size. Non-modular ads are available in limited placement for per column inch. Widths: 1 col=1.545" • 2 col=3.24" • 3 col=4.92" • 4 col=6.62" • 5 col=8.3" • 6 col=10" Rates valid as of Sept. 2009

### Add Color (upcharge per issue)

Black plus one (spot color) ..... **Ask about color discounts!** \$45  
 Black plus three (process color) ..... \$65

### Pre-Printed Inserts

1-4 Pages ..... \$50 per 1000  
 5-8 Pages (or partial insertions / stock heavier than 60#)...Priced on request

- All insert rates are net to the Publisher. • We cannot print 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

### 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 for Diggle production is Tuesday at noon. Contact us for more info.
  - All rates are net. • *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 the Public Affairs offices of both military bases reserve the right to refuse any advertisement deemed to be against DOD regulations or which may reflect poorly on the bases or personnel.

**The Lowcountry's Military RETIREE NEWS**  
VOLUME 1 NUMBER 1 • KEEPING THE LOWCOUNTRY'S MILITARY RETIREES INFORMED • AUGUST 2009

**WWII veterans share wartime stories with Airmen**

**By Trisha Calloway**  
*AFSA 40th Reg Public Affairs*

This week a new generation of Airmen sat face-to-face with the Greatest Generation when a group of World War II veterans from the 43rd Fighter Squadron visited Charleston AFB June 29.

The 16th AFBW Squadron here hosted the group along with Lt. Col. Michael King, 401 FS commander from Royal Air Force Lakenheath, United Kingdom, as they toured the base.

"We are very pleased and very proud to host each of you today," said Lt. Col. Christopher Mann, 16 AS commander.

In a rare event, the veterans shared some of their wartime stories with Charleston Airmen.

David Press, a P-47 pilot, said he joined the service when he was 17 because he became interested in a part of what was going on.

The story he shared was something he experienced soon after receiving his wings.

"I got up in the air and it was great," he said.

"I was supplying the clouds and having a good time. I decided to see how fast I could make the plane go, so I did what is called a split 'Y' and headed toward the ground. By the time I hit 500 I decided it was time to pull out, but the trouble is the stick wouldn't move. I finally had an experience that I saw in a movie called 'Test Pilot.' Finally I used both hands on the stick and pulled it out right at ground level."

Mr. Press said that was an experience he has yet to forget.

"You do some stupid things when you are young," he said.

Low Greenfield, another P-47 pilot, reflected on the ground crews who maintained the aircraft during the war.

"One of the things I could never forget, in all the years since I have been separated from the Armed Forces is how wonderful the ground crew crews were," said Mr. Greenfield. Before, when you came out to your airplane, they helped you get in, although we were young, active men.

*See Features, Page 2*

**VA accepting applications for Post-9/11 GI Bill benefits**

**WASHINGTON (AP)** — The Department of Veterans Affairs announced May 1 that veterans can begin submitting applications online for the Post-9/11 GI Bill.

"There is no better incident than education," said Tammy Duckworth, VA's assistant secretary for public and intergovernmental affairs. "The Post-9/11 GI Bill will provide new opportunities that are essential to our veterans, our workforce and our economy."

Veterans, servicemembers, reservists and National Guard members with active duty service Sept. 10, 2001, may be eligible for this benefit. Veterans will remain eligible for benefits for 15 years from the date of discharge or release from a period of active duty of at least 90 consecutive days.

Eligible applicants must have served for an aggregate period of at least 90 days since Sept. 10, 2001, or served at least 30 continuous days on active duty since Sept. 10, 2001 and received a discharge for disability.

Benefit payment rates range from 40 percent of the maximum benefit for a person with a least 90 days but less than six months of aggregate service, and up to 100 percent of the benefit for people with at least 36 months of aggregate service or 30 continuous days and a discharge because of a service-connected disability. Prerequisite benefits from other GI bills through the GI Bill Web site at [www.GIBILL.VA.gov](http://www.GIBILL.VA.gov).

Qualified veterans will receive a "Certification of Eligibility" as well as additional information regarding benefits they may qualify for under the Post-9/11 GI Bill, which will become effective Aug. 1, 2009.

The Post-9/11 GI Bill, passed by Congress last year, is the most extensive educational assistance program authorized since the original GI Bill was signed into law in 1944. It provides eligible applicants with tuition payments to assist them in getting a college education. For many participants, it also provides a housing allowance and is intended for books and supplies.

Information about the new program and VA's other educational benefits can be obtained through the Web site or by calling (800) 424-4551. *(Continued on B1 News)*

Published by Diggle Publishing Company • Publishing the Charleston Area's Military Newspapers Since 1972  
[www.CharlestonMilitary.com](http://www.CharlestonMilitary.com) • 843-972-2356 • Email: [Info@CharlestonMilitary.com](mailto:Info@CharlestonMilitary.com)

## The Lowcountry Military Retiree News

The Retiree News is a growing 10,000 circulation tabloid newspaper, published and distributed the first week of every month, with news and information for the Lowcountry's military Retirees and Veterans. It is distributed on the Charleston Air Force Base, Naval Weapons Station, Charleston Coast Guard station, Patriots Point Maritime Museum, as well as at the Marine Corps Air Station in Beaufort and Parris Island, and also at VFW's and American Legions throughout the tri-county area. This exclusive paper reaches an expanding military retiree population with spending power. Retiree News readers receive an average monthly pension of \$1,850 plus Social Security. Add the incomes of a second career and a spouse and you'll see that the Retiree News reaches a very lucrative niche market that no other publication reaches. With over 16,000 military retirees in the Charleston area alone (with an approximately \$450 million military pension payroll) you cannot afford to ignore this impactful market segment.

For information on advertising or to submit story ideas, call 972-2356.

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

SIZE	Single Issue	4 Issues	6 Issues	8 Issues	12 Issues
<b>Full Page</b> 10" (6 col.) x 10.25"	\$375	\$350	\$325	\$300	\$275
<b>Half Page</b> (vertical or horizontal) 10" (6 col) x 5" OR 4.92" (3 col.) x 10.25"	\$195	\$180	\$165	\$150	\$145
<b>1/4 Page</b> (vertical or horizontal) 4.92" (3 col.) x 5" OR 10" x 2.5"	\$100	\$90	\$85	\$80	\$75
<b>1/6 Page</b> 3.24" (2 col.) x 5"	\$75	\$70	\$65	\$60	\$55
<b>1/8 Page</b> 4.95" (3 col.) x 2.5"	\$50	\$45	\$42.50	\$40	\$37.50
<b>Column Inch Rate</b> (minimum 6 column inches)	\$6.50	\$6.00	\$5.50	\$5.25	\$4.85

Prices are per paper, per issue. Discounts apply to consecutive issues. **Contract discounts do not apply to the back page.**

All rates are net. Payment due within 15 days of billing. Ads are modular in size. Limited non-modular ads are available for a per column inch rate.

Column Widths: 1 col=1.545" • 2 col=3.24" • 3 col=4.92" • 4 col=6.62" • 5 col=8.3" • 6 col=10"

### Add Color (upcharge per issue)

Black plus one (spot color) ..... **Ask about color discounts!** \$45  
Black plus three (process color) ..... \$65

### Pre-Printed Inserts

1-4 Pages ..... \$50 per 1000  
5-8 Pages (or partial insertions / stock heavier than 60#)...Priced on request

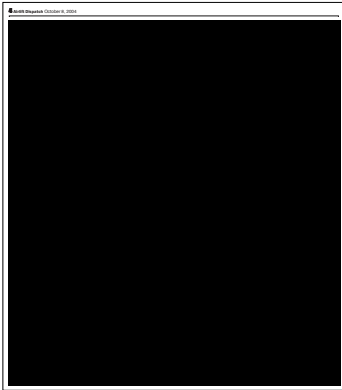
• All insert rates are net to the Publisher. • Price does not include printing of inserts. • Drop shipments must be received at our print facility in Georgetown by five (5) days prior to insertion date. Shipments direct to Diggle Publishing must be received eight (8) days prior to insertion date. • Inserts must be boxed, not palletized loose. • Call for shipping address / instructions for inserts.

### Deadlines

To reserve space: One week prior to publication  
To submit ad digitally: Four days prior to publication  
• Pre-produced ads must be submitted digitally. No hard copy.  
• Ads can be built by Diggle Publishing at no charge - deadline for Diggle production is 5 days prior to publication. Call for more info.

• All rates are net. • **Cancelled contracts require retroactive payment to earned rate.**  
• Payment in advance is required until credit is established. Established accounts (not new accounts) earn a discount of 5% for advance payments on contracts. • Special placement is honored only when possible - no guarantees (except for back page). • The Publisher reserves the right to refuse any advertisement which may reflect poorly on the military bases or personnel.

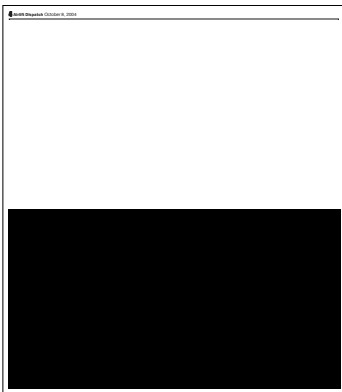
# Modular Sizes



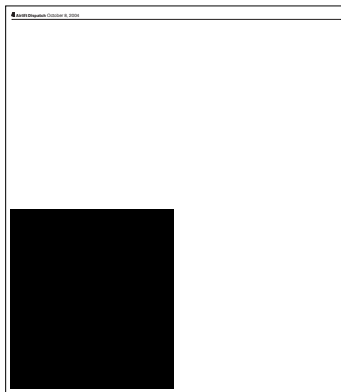
**FULL PAGE**  
6 columns by 10.25 inches (or)  
10" horizontal & 10.15" vertical



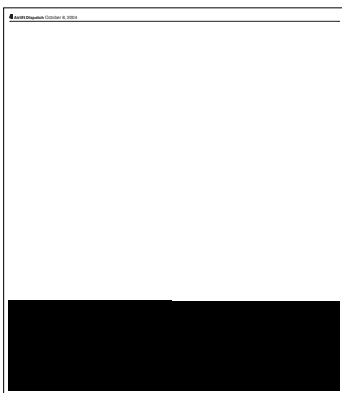
**HALF PAGE (vertical)**  
3 columns by 10.25 inches (or)  
4.92" horizontal & 10.15" vertical



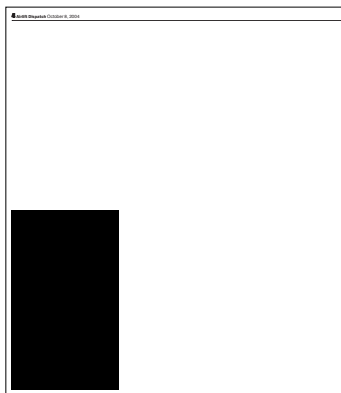
**HALF PAGE (horizontal)**  
6 columns by 5 inches (or)  
10" horizontal & 5" vertical



**QUARTER PAGE**  
3 columns by 5 inches (or)  
4.92" horizontal & 5" vertical



**QUARTER PAGE (horizontal)**  
6 columns by 2.5 inches (or)  
10" horizontal & 2.5" vertical



**SIXTH PAGE**  
2 columns by 5 inches (or)  
3.24" horizontal & 5" vertical

Non-modular ad sizes are available,  
but only at the open rate of \$9 per column inch.

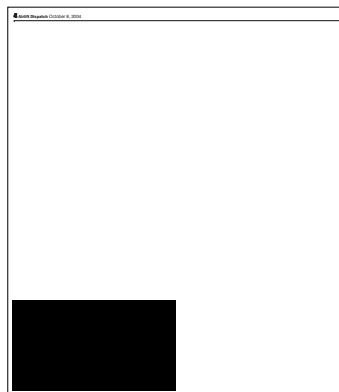
1 col=1.545" • 2 col=3.24" • 3 col=4.92" • 4 col=6.62" • 5 col=8.3" • 6 col=10"

## 2010 Diggle Publishing Publication Dates

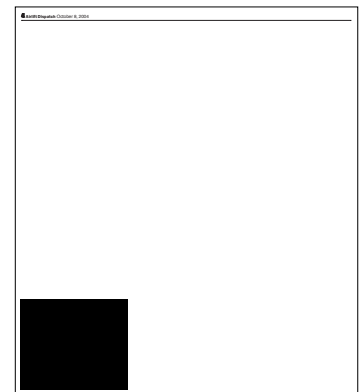
**Airlift Dispatch (Charleston Air Force Base)**  
**Navy Charleston Shoreline (Naval Weapons Station)**  
**Military Retiree News (Both bases, Tri-county area)**

All publication dates are Fridays. Papers are actually distributed on Thursday afternoons.  
The Military Retiree News is distributed during the first week of each month.

<b>JAN 2010</b>	<b>1</b> HOLIDAY BREAK	<b>8</b> Airlift Shoreline	<b>15</b> Airlift	<b>22</b> Airlift Shoreline	<b>29</b> Airlift
<b>FEB 2010</b>	<b>5</b> Airlift Shoreline Retiree News	<b>12</b> Airlift	<b>19</b> Airlift Shoreline	<b>26</b> Airlift	
<b>MAR 2010</b>	<b>5</b> Airlift Shoreline Retiree News	<b>12</b> Airlift	<b>19</b> Airlift Shoreline	<b>26</b> Airlift	
<b>APR 2010</b>	<b>2</b> Airlift Retiree News	<b>9</b> Airlift Shoreline	<b>16</b> Airlift	<b>23</b> Airlift Shoreline	<b>30</b> Airlift
<b>MAY 2010</b>	<b>7</b> Airlift Shoreline Retiree News	<b>14</b> Airlift	<b>21</b> Airlift Shoreline	<b>28</b> Airlift	
<b>JUN 2010</b>	<b>4</b> Airlift Shoreline Retiree News	<b>11</b> Airlift	<b>18</b> Airlift Shoreline	<b>25</b> Airlift	
<b>JUL 2010</b>	<b>2</b> Airlift Retiree News	<b>9</b> Airlift Shoreline	<b>16</b> Airlift	<b>23</b> Airlift Shoreline	<b>30</b> Airlift
<b>AUG 2010</b>	<b>6</b> Airlift Shoreline Retiree News	<b>13</b> Airlift	<b>20</b> Airlift Shoreline	<b>27</b> Airlift	
<b>SEP 2010</b>	<b>3</b> Airlift Shoreline Retiree News	<b>10</b> Airlift	<b>17</b> Airlift Shoreline	<b>24</b> Airlift	
<b>OCT 2010</b>	<b>1</b> Airlift Shoreline Retiree News	<b>8</b> New combined AF and Navy publication. Details pending	<b>15</b> New combined AF and Navy publication. Details pending	<b>22</b> New combined AF and Navy publication. Details pending	<b>29</b> New combined AF and Navy publication. Details pending
<b>NOV 2010</b>	<b>5</b> Retiree News	<b>12</b> New combined AF and Navy publication. Details pending	<b>19</b> New combined AF and Navy publication. Details pending	<b>26</b> HOLIDAY BREAK	
<b>DEC 2010</b>	<b>3</b> New combined AF and Navy publica- tion. Details pending	<b>10</b> New combined AF and Navy publication. Details pending	<b>17</b> New combined AF and Navy publication. Details pending	<b>24</b> HOLIDAY BREAK	<b>31</b> HOLIDAY BREAK



**EIGHTH PAGE**  
3 columns by 2.5 inches (or)  
4.92" horizontal & 2.5" vertical



**TWELFTH PAGE (Airlift & Shoreline ONLY)**  
2 columns by 2.5 inches (or)  
3.24" horizontal & 2.5" vertical