

<p>Full Page Ad</p> <p>8" wide x 10.25" tall (no bleed)</p> <p>7.5" wide x 10" tall (live area)</p> <p>8.5" wide x 11" tall (trim)</p> <p>9" x 11.5" with (bleed .25" all around)</p>	<p>1/2 Vertical Page Ad</p> <p>3.854" wide x 10.25" tall</p>
<p>1/2 Horizontal Page Ad</p> <p>8" wide x 5" tall</p>	<p>1/4 Page Ad</p> <p>3.854" wide x 5" tall</p>
<p>1/8 Page Ad</p> <p>3.854" wide x 2.375" tall</p>	<p>1/3 Page Ad</p> <p>5.25" wide x 5" tall</p>

CELEBRATING 75 YEARS

Women Marines

ON CAMP PENDLETON

MEDIA KIT

A publication in partnership with the Oceanside Chamber of Commerce,
local Chapters of the Women Marines Association, and Camp Pendleton Historical Society.
928 N. Coast Highway, Oceanside, CA 92054
www.oceansidechamber.com

CELEBRATING 75 YEARS

Women Marines

ON CAMP PENDLETON

MEDIA KIT

The Oceanside Chamber of Commerce is honored to partner with two Chapters of the Women Marines Association and the Camp Pendleton Historical Society to create a magazine celebrating the 75th Anniversary of Women Marines Aboard Camp Pendleton.

Established in 1942, Camp Joseph H. Pendleton welcomed the formation of the Women Marine Reserve on February 13, 1943, followed in October 1943 by the arrival of the first contingent of 95 Women Marines. Since then, many women have proudly worn the Eagle, Globe and Anchor.

It's a Women's World: Women Make or Influence 85% of ALL Business and Non-Business Purchase Decisions.

- Active Duty
- Military Retirees
- Military Dependents
- Reservists
- Veterans
- Civilians on Base

DISTRIBUTION

Oceanside Chamber of Commerce will print 20,000 copies, PLUS extend your visibility and audience reach with our full size digitized interactive replica on Chamber digital publishing channels, such as:

- Chamber's high-traffic website
- Chamber's ISSUU channel
- Chamber's Facebook channel

OUTLETS

Camp Pendleton

- DeLuz Housing
- Historical Society
- Lincoln Housing
- Info Tickets & Tours (ITT)
- Mechanized Museum
- Ranch House
- Marine Corps Community Services (MCCS)
- Welcome Aboard Briefings

City of Oceanside & Nearby

- Chamber Events
- Coffee Houses
- Community Events
- Farmer's Market
- MainStreet Oceanside
- Oceanside Chamber office
- Public Library
- Real Estate Offices
- Restaurants
- Select High Traffic Locations
- Sunset Market
- Visit Oceanside



Camp Pendleton Reach within 50-Mile Radius

- 108,270 Active Duty (USMC, USN)
- 145,116 Family
- 46,975 Retirees
- 1,517 Civilians (Employed on Base)
- 301,878 Total

Marine Corps Critical in North County:

- U.S. Marine Corps Contributes \$4.1 Billion in Annual Payroll Dollars
- 60+ Years Largest Employer
- \$7600 Added Direct Federal Funds Spent per Local Man, Woman, Child
- Ripple Effects Impact 22% (1 in 5) of All Jobs
- Over 25% (1 in 4) U.S. Marines Stationed Here
- 70% Active Duty Marines Live Off-Base
- Military Housing Allowances (BAH), Food Subsidies (BAS) Spent in Local Communities
- 30% Marines Transitioning Out, Remain Local
- Vet Loans Drive Housing, Construction
- 60.7% Child Military Dependents (+ to Sector Related)

Military "Super Cluster" Economic Catalyst:

- Impacts Over One-Fifth of Local Economy
- (3) Primary Impact Buckets: Compensation (42%), Procurement (38%), Retirement and Veteran Payments and Related Benefits (20)%
- Secondary Impact Buckets: Grants, Government Purchase Cards
- Drives Healthcare, Transportation, Food Services, Retail, Automotive, Engineering, Manufacturing, Shipbuilding, Wholesale, Real Estate, Financial, Tourism, Travel, Entertainment, Education, Services (Professional, Business, Personal, Home), Scientific Research, Innovation, Tech, Defense, Security (too many to list)
- Military-Linked Spending Exceeds All Other Economic Sectors

IMAGES:
The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement. Other images courtesy Oceanside Historical Society.

ADVERTISING RATES

Premium Positions	OCC Member	Open Rate
Double Truck Center (2-pg spread)	\$5500	\$6050
Back Cover	\$3700	\$4070
Inside Front Cover	\$2915	\$3200
First Page	\$2915	\$3200
Inside Back Cover	\$2585	\$2845
Last Page	\$2585	\$2845
Page 3 (across from Table of Contents)	\$2585	\$2845

Standard Positions

Full Page	\$2145	\$2360
1/2 Page	\$1375	\$1515
1/3 Page	\$990	\$1090
1/4 Page	\$770	\$850
1/8 Page	\$415	\$460

AD SIZES AND SPECIFICATIONS

	Width x Height
Full Page, no bleed	8 x 10.25 in.
Full Page, bleed	9 x 11.5 in. (.25" all around) live area 7.5 x 10 in. trim 8.5 x 11 in.
1/2 Page Vertical	3.854 x 10.25 in.
1/2 Page Horizontal	7.862 x 5 in.
1/3 Page	5.25 x 5 in.
1/4 Page	3.854 x 5 in.
1/8 Page	3.854 x 2.375 in.

The Oceanside Chamber will not publish advertisements nor accept event sponsorships from any person or business selling or promoting products or services in violation of either state, federal, or local law, regulation or ordinance.

ADVERTISING AND PUBLISHING DEADLINES

Ad Space	July 10, 2018
Ad Copy	July 17, 2018
Publish Date	August 2018

GRAPHIC REQUIREMENTS

We encourage advertisers to submit ads electronically. Please follow these guidelines carefully to ensure your ad is produced properly.

- Preferred format is PDF press ready documents. Other accepted formats are high- resolution .TIF, .EPS, or .JPEG.
- Ads should be created in Adobe InDesign CS3, Adobe Illustrator CS3, or Adobe Photoshop CS3 or later.
- All artwork must be at least 300 dpi or higher, and 100% of ad size, with the exception of vector art.
- Colors must be CMYK, with total ink density no more than 300%.

All materials should be submitted on thumbdrive, DVD, or by e-mail and MUST include:

- Ad document and file name.
- Program name and version used.
- All original graphics, logos, and/or scans.
- All fonts used in the document must be embedded. Some fonts may need to be converted to outlines.
- All color converted to CMYK.

We can create an ad for you!

Complete production capabilities available including ad design, layout, and copywriting. If you would like us to build your ad, please supply the following:

- All text for the ad supplied in a digital text document (Word, etc.).
- Any images or logos supplied should be jpg, eps or tif format. Any supplied artwork must be at least 300 dpi or higher, with the exception of vector art. Color must be CMYK, with total ink density no more than 300%.
- All advertisers receive only one (1) design change after the initial proof is presented.

SOURCES:
9th Annual San Diego Military Economic Impact Study 2017, SDMAC, San Diego Military Advisory Council
Girl Power Marketing 2017, Statistics Purchasing Power Women
75 Influencer Stats That Will Surprise You in 2018, Shane Barker



OCEANSIDE
CHAMBER OF
COMMERCE

ADVERTISING CONTACT

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