

This agreement is made by 61 FSS Marketing and effective .

BETWEEN: Los Angeles Air Force Base Nonappropriated Fund Instrumentality
483 N. Aviation Blvd, El Segundo, CA 90245

AND: **Company/Advertiser**
 Address

The 61st Force Support Squadron agrees to fulfill the terms of this agreement with the "Advertiser" as outlined below. The Advertiser agrees to provide financial payment according to the terms set forth in this agreement.

2 SELECT FROM THESE ADVERTISING OPTIONS:

FORCE MAGAZINE	SIZE & DIMENSIONS:	CONTRACT RATES (per issue):				BEST DEAL!	ADVERTISING ISSUE(S)
		1-Issue	3-Issues	6-Issues	12-Issues		When would you like to advertise?
	Half Page (8.25" x 5.125")	<input type="checkbox"/> \$250/ea	<input type="checkbox"/> \$237/ea	<input type="checkbox"/> \$225/ea	<input type="checkbox"/> \$212/ea		Year _____ Year _____ <input type="checkbox"/> Jan _____ <input type="checkbox"/> Jul _____ <input type="checkbox"/> Feb _____ <input type="checkbox"/> Aug _____ <input type="checkbox"/> Mar _____ <input type="checkbox"/> Sep _____ <input type="checkbox"/> Apr _____ <input type="checkbox"/> Oct _____ <input type="checkbox"/> May _____ <input type="checkbox"/> Nov _____ <input type="checkbox"/> Jun _____ <input type="checkbox"/> Dec _____
	Full Page (8.25" x 10.375")	<input type="checkbox"/> \$350/ea	<input type="checkbox"/> \$332/ea	<input type="checkbox"/> \$315/ea	<input type="checkbox"/> \$150/ea		
	PREMIUM PAGES:				ea 297/ea		
	Full Page Inside Cover (8.5" x 11" w/ 0.125" Bleed Required, 0.25" L-R-T Margins 0.5" B Margin)	<input type="checkbox"/> \$395/ea	<input type="checkbox"/> \$375/ea	<input type="checkbox"/> \$355/ea	<input type="checkbox"/> \$336/ea		
	Full Page Back Cover (8.5" x 11" w/ 0.125" Bleed Required, 0.25" Margins)	<input type="checkbox"/> \$475/ea	<input type="checkbox"/> \$451/ea	<input type="checkbox"/> \$427/ea	<input type="checkbox"/> \$404/ea		

POSTER	MONTHLY RATES: (22" x 28")	LOCATIONS (Subject to availability):	ADVERTISING MONTH(S)
		How many posters would you like? <input type="checkbox"/> 1 Poster/\$150 <input type="checkbox"/> 2 Posters/\$250 <input type="checkbox"/> 3 Posters/\$375 <input type="checkbox"/> 4 Posters/\$450 <input type="checkbox"/> 3-Months <input type="checkbox"/> 6-Months <input type="checkbox"/> 12-Months (5% Discount) (10% Discount) (15% Discount) Photo Quality Printing Is Available <input type="checkbox"/> Qty: ____ (22" x 28" \$15 ea)	<u>Los Angeles AFB, El Segundo:</u> <input type="checkbox"/> Bldg. 270 <input type="checkbox"/> Bldg. 271 <input type="checkbox"/> Bldg. 272 <input type="checkbox"/> Fitness Center 1 <input type="checkbox"/> Fitness Center 2 <input type="checkbox"/> Fitness Center 3 <input type="checkbox"/> Fitness Center 4 <input type="checkbox"/> Exchange/BX <input type="checkbox"/> Commissary <input type="checkbox"/> South Bay Café 1 <input type="checkbox"/> South Bay Café 2 <u>Fort MacArthur, San Pedro:</u> <input type="checkbox"/> Fitness Center <input type="checkbox"/> Youth Center <input type="checkbox"/> Lodging

BANNER	MONTHLY RATE:	CONTRACT RATES: (save per month)	ADVERTISING MONTH(S)
		<input type="checkbox"/> \$150 / Month (Up to 3ft x 8ft) Fort MacArthur Pool Entrance	<input type="checkbox"/> 3-Months (5% Discount) <input type="checkbox"/> 6-Months (10% Discount) <input type="checkbox"/> 12-Months (15% Discount)

eNEWS	MONTHLY RATE:	CONTRACT RATES: (save per month)	ADVERTISING MONTH(S)
		<input type="checkbox"/> \$75 / 2 emails per month (660px x 90px) eNews (Email Newsletter)	<input type="checkbox"/> 3-Months (5% Discount) <input type="checkbox"/> 6-Months (10% Discount) <input type="checkbox"/> 12-Months (15% Discount)

WEBSITE	MONTHLY RATES:	CONTRACT RATES: (save per month)	ADVERTISING MONTH(S)
		<input type="checkbox"/> Sidebar Square \$150/month (300 x 250 px) <input type="checkbox"/> Top Banner \$250/month (728 x 90 px) <input type="checkbox"/> Sidebar Tall \$400/month (300 x 500 px) All web ads are rotating with link. Priority is set by availability.	<input type="checkbox"/> 3-Months (5% Discount) <input type="checkbox"/> 6-Months (10% Discount) <input type="checkbox"/> 12-Months (15% Discount)

3 Link to your website (Web & Digital Magazine):

Company/Advertiser:

DIGITAL	HDTV DIGITAL NETWORK (42" - 65" TVs located in FSS Facilities)	When would you like to advertise?															
	<input type="checkbox"/> Static \$225 / Month (10 second) (1920 x 1080 px / 72 ppi) <input type="checkbox"/> Video \$475 / Month (15-30 seconds) (16:9 / 60fps / MPEG-4)	<input type="checkbox"/> 3-Months (5% Discount) <input type="checkbox"/> 6-Months 10% Discount <input type="checkbox"/> 12-Months (15% Discount) All digital ads are rotating.	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Year</td> <td style="text-align: center;">Year</td> <td style="text-align: center;">Year</td> </tr> <tr> <td><input type="checkbox"/> Jan ___</td> <td><input type="checkbox"/> May ___</td> <td><input type="checkbox"/> Sep ___</td> </tr> <tr> <td><input type="checkbox"/> Feb ___</td> <td><input type="checkbox"/> Jun ___</td> <td><input type="checkbox"/> Oct ___</td> </tr> <tr> <td><input type="checkbox"/> Mar ___</td> <td><input type="checkbox"/> Jul ___</td> <td><input type="checkbox"/> Nov ___</td> </tr> <tr> <td><input type="checkbox"/> Apr ___</td> <td><input type="checkbox"/> Aug ___</td> <td><input type="checkbox"/> Dec ___</td> </tr> </table>	Year	Year	Year	<input type="checkbox"/> Jan ___	<input type="checkbox"/> May ___	<input type="checkbox"/> Sep ___	<input type="checkbox"/> Feb ___	<input type="checkbox"/> Jun ___	<input type="checkbox"/> Oct ___	<input type="checkbox"/> Mar ___	<input type="checkbox"/> Jul ___	<input type="checkbox"/> Nov ___	<input type="checkbox"/> Apr ___	<input type="checkbox"/> Aug ___
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DIGITAL	LED OUTDOOR SIGN (5ft x 10ft LED Sign located in front of the Fitness Center)	When would you like to advertise?															
	<input type="checkbox"/> Static \$325 / Month (10 second) (1920 x 1080 px / 72 ppi) <input type="checkbox"/> Video \$475 / Month (No audio) (16:9 / 60fps / MPEG-4)	<input type="checkbox"/> 3-Months (5% Discount) <input type="checkbox"/> 6-Months (10% Discount) <input type="checkbox"/> 12-Months (15% Discount) All digital ads are rotating.	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Year</td> <td style="text-align: center;">Year</td> <td style="text-align: center;">Year</td> </tr> <tr> <td><input type="checkbox"/> Jan ___</td> <td><input type="checkbox"/> May ___</td> <td><input type="checkbox"/> Sep ___</td> </tr> <tr> <td><input type="checkbox"/> Feb ___</td> <td><input type="checkbox"/> Jun ___</td> <td><input type="checkbox"/> Oct ___</td> </tr> <tr> <td><input type="checkbox"/> Mar ___</td> <td><input type="checkbox"/> Jul ___</td> <td><input type="checkbox"/> Nov ___</td> </tr> <tr> <td><input type="checkbox"/> Apr ___</td> <td><input type="checkbox"/> Aug ___</td> <td><input type="checkbox"/> Dec ___</td> </tr> </table>	Year	Year	Year	<input type="checkbox"/> Jan ___	<input type="checkbox"/> May ___	<input type="checkbox"/> Sep ___	<input type="checkbox"/> Feb ___	<input type="checkbox"/> Jun ___	<input type="checkbox"/> Oct ___	<input type="checkbox"/> Mar ___	<input type="checkbox"/> Jul ___	<input type="checkbox"/> Nov ___	<input type="checkbox"/> Apr ___	<input type="checkbox"/> Aug ___
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COUNTER WRAP	<input type="checkbox"/> \$2,700 / 6 Months <input type="checkbox"/> \$5,130 / 1 year (5% Discount) <input type="checkbox"/> \$9,180 / 2 years (15% Discount)
El Segundo Fitness Center traffic averages 15,000 customers per year. Creatives & installation must be provided by advertiser.	

4 PAYMENT TERMS: *Payment is due before advertising is to start.* The nonappropriated fund instrumentality agrees to provide Advertiser with proof of placement. Prepayment is requested on all monthly agreements. All payments due within 30 days of invoice date.

Total Due:
 Visa
 MC
 Check # _____

Name on credit card: _____

Card #: _____ Exp: _____

Charge my credit card for the total amount
 Charge my credit card monthly/per issue

SPECIAL INSTRUCTIONS:

5 By signing this agreement, the advertiser and organization agree to abide by all of the contract terms and conditions as noted. Acceptance and publication of advertising does not constitute endorsement by the United States Air Force or its instrumentalities. **All ads submitted to the nonappropriated fund instrumentality will contain a disclaimer, or have one added, to state "Paid Ad. No Federal endorsement of advertiser intended."** The nonappropriated fund instrumentality reserves the right to reject advertising that in the opinion of the nonappropriated fund instrumentality is unsuitable.

The nonappropriated fund instrumentality accepts and places this ad with the explicit understanding that the advertiser providing same is authorized to use the entire contents and subject matter thereof.

This sale is subject to provisions of Air Force Instruction 34-108, Air Force Commercial Sponsorship Program and Sale of nonappropriated fund instrumentality Advertising.

Termination of contract will result in payment of monthly/per issue rate difference for number of months/issues advertisement is successfully published. 61 FSS Marketing is not responsible for any errors in content.

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Name of authorizing party: _____	NAFI Representative: _____
Title: _____	Title: _____
Address: _____	Address: 483 N. Aviation Blvd., El Segundo, CA 90245
Phone: _____ Email: _____	Phone: (310) 653-5758 Email: 61_FSS_Marketing@us.af.mil

Authorized Signature	Date	Authorized Signature	Date

7 Email to 61_FSS_Marketing@us.af.mil. An invoice will be provided with the final cost and discounts (if any) before payment is taken.