



# 2018 Media and Sponsorship Opportunities

ASSOCIATION OF GRADUATES  
UNITED STATES AIR FORCE ACADEMY



**The Association of Graduates** is the alumni association of the U.S. Air Force Academy. We are a non-profit organization dedicated to serving our graduates and members, enhancing the heritage of this premier institution and enriching the cadet experience by funding programs not supported by appropriated funds.

We are pleased to help chronicle and publicize graduate accomplishments, create programs and services to support and foster camaraderie among graduates, and assist the Academy in producing great leaders for the Air Force and beyond. We also act as a liaison between Academy leadership and the graduates who hold such high affinity for their alma mater.

## Our Audience

### Demographics

AOG registered members and affiliate members – 35,000 and growing

#### USAFA Graduates

**Age**

19-29 .....	12%
30-39 .....	20%
40-49 .....	20%
50-59 .....	21%
60-69 .....	17%
70+ .....	10%

#### Geographic Distribution

Northeast.....	9%
Southeast.....	30%
Midwest.....	27%
Southwest.....	28%
West.....	6%

#### Education Level\*

Bachelor's .....	76%
Master's.....	10%
MBA .....	8%
MPA.....	2%
PhD .....	4%

\*As of 05/2016.

## Checkpoints

Checkpoints magazine is the United States Air Force Academy Association of Graduates' flagship communication piece. This award-winning magazine provides an excellent opportunity to get your business name and mission in front of some of the most important military and business leaders in the country, to include but not limited to, the Secretary of the Air Force, the Chief of Staff of the Air Force, General Officers, US Senators and US Representatives. Included in the magazine are articles written by AOG and USAFA leadership, news about base happenings and events, general interest pieces, and a dedicated section for alumni-specific announcements and updates. Published quarterly, March, June, September and December. **Quarterly circulation over 32,800**

### Ad Specifications

All sizes are width x depth  
Magazine size: 9 x 10.875

	Non-Bleed	with Bleed
Full .....	8.5 x 9.875.....	9.25 x 11.125
Half (H) .....	8.5 x 4.875.....	N/A
Half (V) .....	3.875 x 9.875.....	N/A
Quarter (V).....	3.9375 x 4.875.....	N/A

### Rates

Full Page: \$3,450  
Half Page: \$1,950  
Quarter Page: \$1,150



## Sponsorship Opportunities

Prefer to customize your sponsorship opportunity? Let us work with you to design a sponsorship package for your business.

### True Blue Business

True Blue business opportunities start at \$1,250.

Designed for an exclusive group of Academy supporters who are interested in increasing their presence in the Air Force Academy community through media promotion and networking opportunities.



### Sporting Events

Sporting event opportunities start at \$1,000.

#### USAFA Golf Tour

Each year, Classics are held in cities across the U.S. which boast our largest graduate populations.

#### Football Tailgates, Fan Fests and Watch Parties

Become part of the tradition at the most-anticipated games every year! This is your solution to reaching thousands of Air Force Academy and military supporters with exclusive access to special events throughout the country.

## Parent Handbook

Issued annually to parent and sponsor families of USAFA cadets, this publication features general information about the USAFA experience and other information which may be helpful to USAFA parents. This includes a 13-month academic calendar, local visitor maps and more.

**Annual circulation: 4,500.**

### Ad Specifications

All sizes are width x depth  
Handbook size: 5 x 8

### Rates

Full Page: \$1,000  
Half Page: \$700

	Non-Bleed	with Bleed
Full .....	4 x 7	5.25 x 8.25
Half (H) .....	4 x 3.45	N/A
Quarter (H) .....	4 x 1.6875	N/A



## Online publications and blogs

### 7258' and ZoomiEnews E-newsletters

Each newsletter is an official AOG communication piece delivered to our largest group of constituents. Every week, AOG members check into these news outlets for the most timely information about all Academy and AOG happenings.

**Distribution and Schedule – More than 52,000 per weekly.**

## Social Media Outlets\*



63,470



6,262



6,647

*\* As of 11/2017; participants continue to climb with increased awareness.*



The United States Air Force Academy Association of Graduates is dedicated to connecting your business with the entire USAFA community. Gain exclusive access to cadets, their families, Academy alumni, and our affiliates. Act now and promote your business to thousands of potential customers. Whether you take advantage of one, or all of our fantastic offerings, we look forward to an exciting and prosperous relationship with you and your business.



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