

# The Luke Air Force Base Thunderbolt

We build the future of airpower  
Luke Air Force Base • Phoenix, AZ



## 2018 ADVERTISING RATES

### Black & White Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract
Bus. card (2col.x2")=4"	\$55.60 per issue	\$48.00 per issue	\$47.00 per issue
1/8 pg. (2col.x5")=10"	\$134.00 per issue	\$114.50 per issue	\$111.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$258.38 per issue	\$218.40 per issue	\$213.53 per issue
1/2 pg. (6col.x6.5")=39"	\$505.05 per issue	\$425.10 per issue	\$415.35 per issue
Full pg. (6col.x13")=78"	\$1010.10 per issue	\$850.20 per issue	\$830.70 per issue

### Full Color Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract
Bus. card (2col.x2")=4"	\$95.60 per issue	\$88.00 per issue	\$87.00 per issue
1/8 pg. (2col.x5")=10"	\$194.00 per issue	\$174.50 per issue	\$171.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$358.38 per issue	\$318.40 per issue	\$313.53 per issue
1/2 pg. (6col.x6.5")=39"	\$705.05 per issue	\$625.10 per issue	\$615.35 per issue
Full pg. (6col.x13")=78"	\$1360.10 per issue	\$1200.20 per issue	\$1180.70 per issue

### Pre-printed Flyer Insertion Rates:

- Single Sheet (8.5 x 11 inches) \$40 per thousand
- 4-8 tabloid pages \$42 per thousand
- 12-24 tabloid pages \$46 per thousand
- 28+ tabloid pages \$52 per thousand

Max size is 10 x 13 inches. 2,000 minimum run, \$85 min charge.  
Shipping address: News West Publishing, 2435 Miracle Mile  
Bullhead City, AZ 86442. All inserts must be received by Mon., 3 pm, week of insertion

### Readership:

Published the first Friday of the month, Thunderbolt is distributed to military and contractor personnel on Luke AFB, including all offices and high traffic locations on base. Also delivered to high traffic locations throughout the Phoenix West Valley. Available online at [www.lukeafbnews.com](http://www.lukeafbnews.com).

### Print Edition: 10,000

**Digital Edition - Facebook Subscribers: 4,203**

**Total: 14,203**

**Digital edition monthly average reach: 7,880**

**Digital edition annual average reach: 94,563**

### Mechanical Requirements:

Page size: 6 columns x 13 inches – Image area 10.25" x 13" tall  
1 column: 1.5625" 2 columns: 3.325" 3 columns: 5.00"  
4 columns: 6.75" 5 columns: 8.50" 6 columns: 10.25"

### Electronic File Requirements:

Please submit files as a pdf, 300dpi as CMYK, no 4/c black

### Advertising Space Reservation Deadline:

Monday at Noon for that Friday's publication.

### On Line Advertising

**[www.lukeafbnews.com](http://www.lukeafbnews.com)**

Web ad pricing is per client, per site, per week.

Web ads rotate among ten clients.

Full Banner	468 x 60 pixels	\$75
Leaderboard	728 x 90 pixels	\$75
Square	250 x 250 pixels	\$75
Medium Rectangle	300 x 250 pixels	\$65

Flippable Pages • Entire Print Edition  
Keyword Searchable

**[www.facebook.com/LukeThunderbolt](http://www.facebook.com/LukeThunderbolt)**

Now available on  
**facebook®**  
in a digital format!



Corporate Headquarters: 220 E. Ave K- 4, Suite 7, Lancaster, CA 93535  
Phone: 661-945-5634 • [www.aerotechnews.com](http://www.aerotechnews.com) • [www.thinkmilitaryads.com](http://www.thinkmilitaryads.com)  
Facebook: Aerotech News and Review

**All Publications**  
**661-945-5634**

**Las Vegas, NV**  
**702-831-7318**

**Phoenix, AZ**  
**480-307-1772**

Join our mailing list! We'll keep you up to date on upcoming special editions, helpful marketing tips and more!  
Sign up for our newsletter below the featured headlines on our homepage.