



2023 Media and Sponsorship Opportunities

ASSOCIATION OF GRADUATES
UNITED STATES AIR FORCE ACADEMY





The Association of Graduates

The Association of Graduates is the alumni association of the U.S. Air Force Academy. Together with the Air Force Academy Foundation, we exist to:

- Serve Air Force Academy graduates
- Preserve the heritage of the Academy and Long Blue Line
- Support USAFA in its mission to develop leaders of character for the Air Force, Space Force and nation.

Based in Doolittle Hall on the Air Force Academy campus, with alumni chapters and affinity groups coast to coast, we are honored to chronicle, celebrate and publicize graduate and cadet accomplishments, create programs and services to support, serve and foster camaraderie among graduates and cadets, and assist the Academy in advancing its enduring mission. At times, we act as a liaison between Academy leadership, parents and families of cadets, and the graduates who hold such high affinity for their alma mater.

Our Audience

Membership in the Association of Graduates is available at no cost to all graduates of the Air Force Academy. We also offer membership, through a paid model, to parents and families of USAFA cadets. AOG registered members and affiliate members number 35,000, and currently about 70% of all graduates are members.

USAFA Graduates

Age

19-29	14.29%
30-39	27.90%
40-49	26.01%
50-59	13.02%
60-69	9.28%
70-79	7.20%
80+	2.30%

Geographic Distribution

(based on U.S. Census
regions)

Armed Forces

Overseas.....	1.84%
Northeast.....	6.89%
South.....	44.25%
Midwest.....	13.10%
West.....	32.93%
Other	0.94%

Education Level*

Bachelor's	68.54%
Master's.....	26.09%
Doctorate	5.37%

*As of 02/2023



Print Acknowledgement Opportunities

Our print publications offering high-value sponsorship opportunities include our quarterly *Checkpoints* magazine and our annual *Parent Membership Guide*.

Our Standards

The AOG welcomes the opportunity to partner with companies and organizations that wish to market premium, value-add and relevant products and services to Air Force Academy graduates, parents and supporters through our publications and opportunities. The AOG reserves the right to refuse any advertising not in line with our core values (Integrity First. Service Before Self. Excellence in All We Do.), as well as businesses and organizations that are controversial and/or may distract from the experience we aspire to deliver in our quarterly magazine.

Checkpoints

Published by the Association of Graduates, *Checkpoints* magazine is the flagship alumni magazine for the United States Air Force Academy. From its humble beginnings as a black-and-white newsprint piece to the award-winning publication it is today, *Checkpoints* has evolved into a visual showcase of USAFA. Yet despite its evolutionary track across the decades, it still seeks the same objective that it did at the time of its inception: to tell Academy and graduate stories. It is the only magazine of its kind for the Academy.





Checkpoints magazine provides an excellent opportunity to get your company name and mission in front of some of the most important military and business leaders in the country. USAFA graduates include Air Force and Space Force leaders, general officers, U.S. senators and representatives, corporate executives, innovators, entrepreneurs, Rhodes Scholars and others. We seek strategic business partners offering premium products and/or services that are relevant to our audience, add value for USAFA graduates and reach a national/global audience.

Included in the magazine are articles written by AOG, Air Force Academy Foundation and USAFA leadership, news about base happenings and events, general interest pieces, and a dedicated section for alumni-specific announcements and updates. Checkpoints is published quarterly in print and digital formats in March, June, September and December and is available to all Association of Graduates members.

Quarterly circulation over 32,500
Online subscriptions, approximately 5,000.



Ad Specifications - Checkpoints

Magazine size	9" x 10.875"
Ad size (non-bleed)	8.5" x 9.875"
Ad size (bleed)	9.25" x 11.125"

Ad Rates - Checkpoints

Effective January 2022

SIZE	1X	2X	4X
Full page inside	\$5,250	\$4,987	\$4,738
Inside front cover	\$8,500	\$8,075	\$7,671
Inside back cover	\$7,500	\$7,125	\$6,769
Back cover	\$10,000	\$9,500	\$9,025
Magazine wrap	\$15,000	N/A	N/A

Customized Advertisement - Checkpoints

Many of our sponsorship partners create their own advertisements for our publications. If our in-house design team is needed for creating your ad, our rates are as follows:

**Custom design – one advertisement
with one revision***

Starting at \$500

Each additional revision

Starting at \$75

**Customized graphic design work will be provided in .eps and .png formats for future use*

Parent Membership Guide (PMG)

The *Parent Membership Guide* is like having a cadet version of Alexa in parent members' pockets. Offering 24/7 information, the guide is delivered to all parent members at the beginning of each academic year and accessed online through the AOG Parent & Family mobile app. The printed guide's circulation is about 4,000 — each mailed to all parent members. The online guide reaches more than 7,000 parent members.



Ad Specifications – *Parent Membership Guide*

SIZE	NON-BLEED	WITH BLEED
Full page inside	4 x 7	5.25 x 8.25
Half-page inside	4 x 3.45	N/A

Preferred Sponsorship Package – *Parent Membership Guide*

Preferred Sponsorship Package Opportunity – (Limited to 3)* \$7,500

**A Preferred Parent Membership Guide Sponsorship Package offers two full-page advertisements with logo visibility throughout the PMG. Additionally, it offers a range of advertising and engagement opportunities throughout 2023!*

Print & Online Acknowledgment – *Parent Membership Guide*

SIZE	COST
Full-page ad	\$1,200 + \$300 for custom graphic design*
1/2-page ad	\$700
Full-page spread (2 pages)	\$2,000 + \$600 for custom graphic design*
Front inside cover	\$1,700 + \$300 for custom graphic design*
Opposite front inside cover	\$1,500 + \$300 for custom graphic design*
Back inside cover	\$1,700 + \$300 for custom graphic design*
Logo, name and contact info	\$250

**Customized graphic design work will be provided in .eps and .png formats for future use*

Digital Outlets

Our digital outlets offering sponsorship opportunities include WebGuy and the biweekly ZoomiEnews e-newsletter.

WebGuy & WebGuy Blog

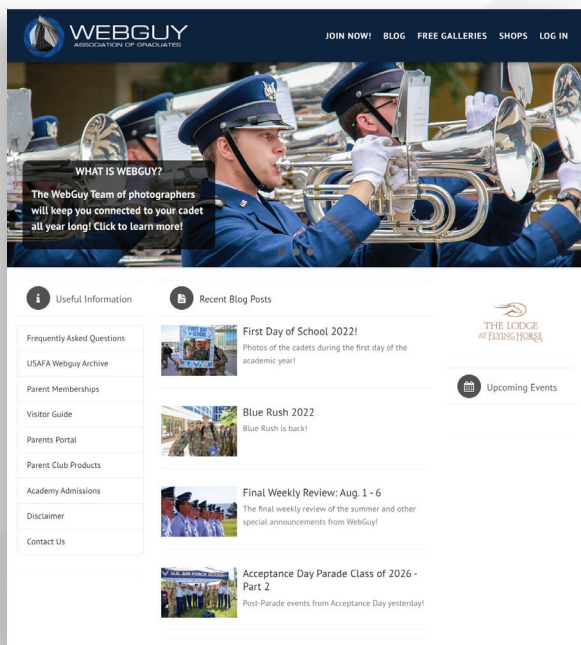
Since 2004, WebGuy has transformed into the go-to portal for graduates, parents and family members who wish to follow the progress of their Cadets and Cadet Candidates. WebGuy currently touts nearly 112,000 users who generate more than 3.9 million unique pageviews per year. In addition, the WebGuy Blog attracts more than 447,000 pageviews annually. Graduates, parents, siblings and other family members return to WebGuy time and again to see what's happening at the Academy. If you want eyeballs on your advertisements, consider this great opportunity.

WebGuy: 112,000 users, 404,000 sessions/year, 3.9 million unique pageviews/year

WebGuy Blog: 447,000 pageviews/year, nearly 2.5 million photos.

Sponsorship & Advertising Opportunities – WebGuy

Official WebGuy Sponsor*	\$25,000
Website - Logo with link to YOUR BUSINESS (yearly)	\$1,750
WebGuy Blog	\$750
WebGuy Blog with Facebook Teaser	\$950



ZoomiEnews

Our biweekly newsletter, ZoomiEnews, reaches more than 50,000 graduates, parents/families and other friends of the Air Force Academy. It's a timely communication that includes links to Academy-related news, graduate news, multimedia content and events happening in markets nationwide.

Distribution and Schedule – More than 50,000 recipients.

Advertising Opportunities – ZoomiEnews

Quarterly advertisement (biweekly)*	\$625
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Year-round advertisement (biweekly)*	\$1,750
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**Subject to AOG approval*



Customized Sponsorship and Advertising Opportunities

For more information on sponsorship and advertising opportunities, or a customized sponsorship package for your company, please contact **bizdev@usafa.org**



Social Media Outlets*



65,530



6,684



8,331



10,378

**As of 2/2023; 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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