

Launch Point for the Nation's Resolve

FAMULUS OMNIS - "SERVING ALL"

MERGED IN
2010

67 MISSION PARTNERS

4 locations covering 24,000 acres and 22 miles along the Cooper River

1 of 12 DoD JOINT BASES

OUR MISSION

- AIRLIFT & AIRDROP
- MISSION WARFIGHTER SUPPORT
- TRAIN NUCLEAR OPERATIONS
- INTERAGENCY COOPERATION
- DEPLOYABLE LOGISTICS
- INSTALLATION SUPPORT

MOVES PEOPLE AND CARGO BY
LAND, SEA, AIR

RAPID GLOBAL MOBILITY



48 C-17s
VALUED AT \$10.1 BILLION

3 LOCOMOTIVES
39 MILES OF RAIL

3 SEAPORTS
LOADS 6 SHIPS PER YEAR



Additional information about JB Charleston can be found at www.jbcharleston.jb.mil

The South Carolina Military Community: At a Glance

The Military Community Impacts all S.C. Regions



Regions Ranked by Total Volume of Military Related Activity

- (1) Charleston - \$10.8B
- (2) Midlands - \$4.1B
- (3) Sumter - \$2.5B
- (4) Beaufort - \$2.3B
- (5) Upstate - \$2.2B
- (6) Aiken/N. Augusta - \$776.3M
- (7) Grand Strand - \$642.5M
- (8) Rock Hill - \$460.8M
- (9) Pee Dee - \$432.4M

Annual Tax Revenue generated by S.C. military community

\$884.1 million

Reducing the Labor Shortage

3.6%

Percentage of projected job openings that can be filled by working-age veterans over the next decade

The military community generates 1 out of every 12 jobs in South Carolina

Total Economic Impact
\$24.1 BILLION
181,847 JOBS

PERCENTAGE OF SOUTH CAROLINA ECONOMY
8.4%

62,520
of DoD Personnel

417,515
of Military Veterans

752
of Defense Contractors

\$54,701/Year
Average Compensation for Jobs Supported by Military

37% Higher than Average S.C. Job

*The Economic Impact of South Carolina Military Community - USC Darla Moore School of Business, May 2017

JBCharleston.com

JB Charleston FSS



@628FSS

Media Kit 2021

JOINT BASE CHARLESTON

FSS IN-FACILITY ADVERTISING

Have your business seen by the Joint Base Charleston community by advertising within the FSS facilities. Clients are responsible for providing posters as a finished product, in-frame, as well as provide hanging hardware for each poster. Poster size is expected to be 22x 28, vertical. Finished product can be displayed in various base facilities in high visibility locations. No more than five advertising posters will be permitted in one location. Advertiser has two base options - Joint Base Charleston Air Base or Weapons Station - and must decide which location best fulfills their marketing needs. Locations are subject to availability.

POSTER ADVERTISING RATES

Rates are per month. Pre-approval of design, content and proof of inclusion of federal endorsement disclaimer by the FSS Marketing Department is required before the advertising agreement is final. Disclaimer reads, "Paid Ad. No federal endorsement of advertiser intended or implied." Agency discounts do not apply.

	1x	3x	6x	12x
1 Location	\$350	\$325	\$300	\$275
2 Locations (10% Discount)	\$315	\$290	\$270	\$250
3 Locations (15% Discount)	\$300	\$275	\$255	\$235

IN-FACILITY POSTER LOCATIONS

Education Center □ Dining Facilities □ Clubs □ ID Card Office
Golf Courses □ Bowling Alleys □ Fitness Centers □ Recreation Offices

Other In-Facility Ad Opportunities

Pricing based per facility. Advertiser supplies agreed materials.

Fence Banners Youth Programs, Fitness & Sports playing fields, Wrenwoods & Redbank Golf Courses & swimming pools

Mouse Pads JB Libraries & LIBERTY Bowman Center

Window Decals Fitness & Sports Centers, Recreation Offices, Redbank Golf Course

Patio Umbrellas JB Clubs, The Dive Bar & Grill, Youth Programs

Tee Markers, Golf Cart Decals & Score Cards Home to two 18-hole courses - Wrenwoods & Redbank Plantation - favored by the entire Joint Base community. Through youth clinics, club championships, invitationals, squadron tournaments & more, advertise to over 43,000 people who play the courses each year!

Do You Know?

Market your business behind the gate with FSS, the most effective method to reach the JB Charleston military community. Your business will have a competitive advantage over business who do not target the financially sound and captive military target market.

WEBSITE ADVERTISING

The public website for the 628th Force Support Squadron at Joint Base Charleston - JBCharleston.com - is a popular and well-visited site by both the Air Base and Weapons Station personnel. About 42% of our site traffic is from outside the base seeking information on lodging, employment opportunities and recreational activities. The website includes pages for every FSS facility at both the Air Base and Weapons Station and connects to several facilities' Facebook pages.



Ads should be 150 dpi, RGB and saved as a .jpg format. Ad will be placed in the center slider on the homepage of the website. Target URL needs to be provided at time of submitting final artwork. Graphic/design services are available through FSS Marketing to build or rework ads.

Web Ad Dimensions & Rates

Ad Size (pixels)	1x	3x	6x	12x
720 x 130	\$150	\$400	\$750	\$1400

Reach the Military Market Today: (843) 963-3816