



**MILITARY
ADVERTISING**

2022 Digital Catalogue

More Than Digital Campaigns | Create Lifetime Customers

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About Us

Military Advertising Media Kit



Military Advertising has been marketing to military audiences for over 50 years. Military personnel and their families look to our branded sites to know which businesses they can trust.

Marketing across our owned media brands is effective and easy - choose from a wide variety of digital tactics to kickstart or amplify your military campaigns, and our team of experts will handle the rest.

Our Clients



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Advertising Reach

Military Advertising Reach



Our digital expertise creates more than just effective campaigns for military audiences - we help brands create lifetime customers.

Our owned media is hyper targeted to military personnel - either active or veteran - and reaches them when they need your business most.



1.4 Million

Monthly Page Views



80%

National Military Base Coverage



10,000

Business listings and counting

Audience Profile

Military Advertising brands are household names for military members and families. For more audience details, reach out to our team.

Our Communities



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Historical Performance / Testimonials

Military Advertising Services



We hold ourselves to a high standard, and our results prove it. Military Advertising campaigns have the ability to reach hyperlocal and national audiences for small business and enterprise brands alike.

Our secret lies in delivering services for military families at just the right time.

Choose a specific site to market your message, or work with us to create a well-rounded campaign that stretches across all our digital properties.

Advertising Made Simple

Our advertising professionals will help you design and execute strategic branding and marketing campaigns that speak to the unique needs of military audiences.

Digital Tactics

Work with us to create compelling digital, mobile, and video marketing assets for your campaigns that deliver your message and bring new customers to your door.



Campaign Reach & Verticals

Housing & Accommodations
Dental
Healthcare
Childcare
Storage
Fitness
Legal services
Financial services



Enterprise/National Verticals:

Automotive
Education
Finance
Consumer Goods
Retail
Insurance
Real estate

Campaign Performance



Enterprise

Valvoline, a longtime supporter of the military, has offered a 10% discount to active duty military members and veterans for years. However, their military audience was unaware of the program due to a lack of promotion.

They partnered with Military Advertising to plan and execute a cohesive campaign to promote the new program to the military community nationwide.

Results



1.6 Million

Impressions



550K

Unique users



59%

Increase in military discount redemptions



4%

increase in total number of services performed per visit



8%

Increase in new customer acquisition

Results

Horizon Family Medical Group

Medical

Highland Falls, New York
horizonfamilymedical.com

Network Exposure

460,253 Digital Impressions

Waze Brand Exposure

323,817 Mobile Impressions

Shandy Clinic

Medical

Colorado Springs, Colorado
shandyclinic.com

Network Exposure

225,499 Digital Impressions

Waze Brand Exposure

142,705 Mobile Impressions

Advanced Dental Care Stafford

Dental

Stafford, Virginia
advanceddentalcareofstafford.com

Network Exposure

166,576 Digital Impressions

Waze Brand Exposure

458,723 Mobile Impressions

Hilger's Pediatric Dentistry

Dental

Goodyear, Arizona
www.hilgerspedo.com

Network Exposure

212,826 Digital Impressions

Waze Brand Exposure

272,763 Mobile Impressions

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MyBaseGuide

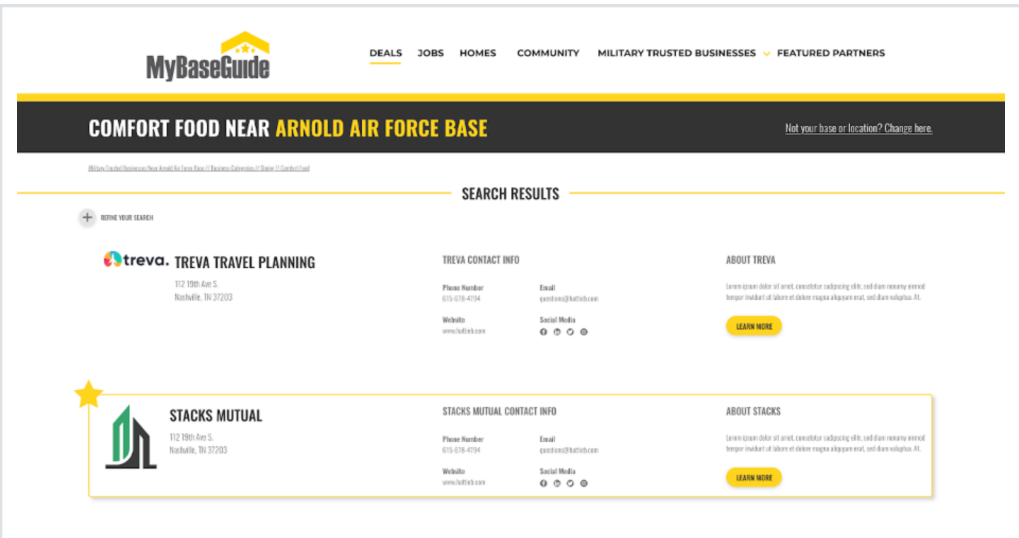
Advertising With MyBaseGuide



MyBaseGuide is a local business listing guide for military resources across every installation. Service members and families check MyBaseGuide to discover local events, schools, brands, restaurants, discounts and more.

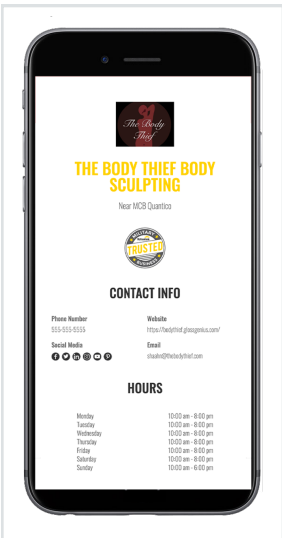
Featured Business Listing

Stand out from the crowd with your company description, phone number, address, website, operating hours, and more.



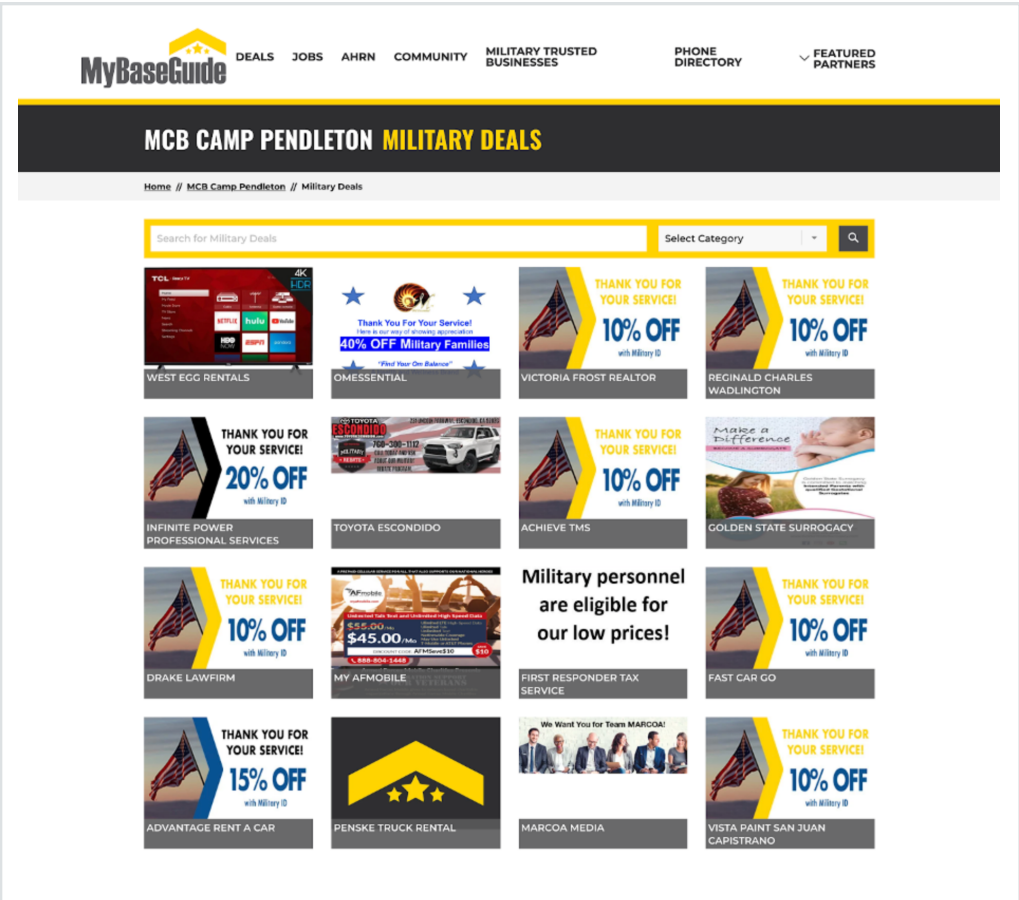
Mobile App Listings

List your business as a military trusted business in our MyBaseGuide mobile app.



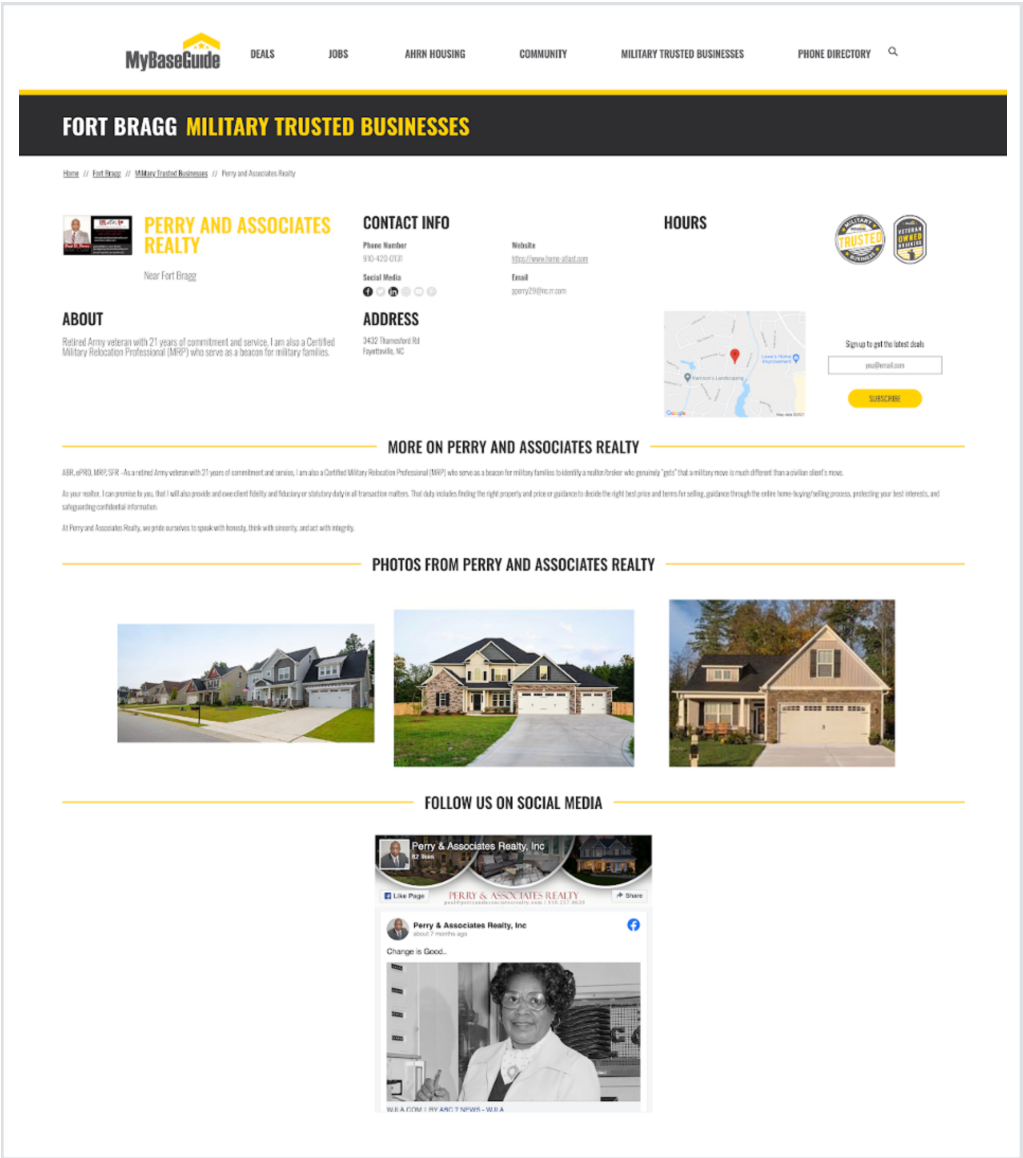
Local Deals Platform

Publish and promote tailored deals directly to military families around your business location.



Social Media Integration

Your company Facebook page content automatically populated on your MyBaseGuide profile.



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AHRN.com

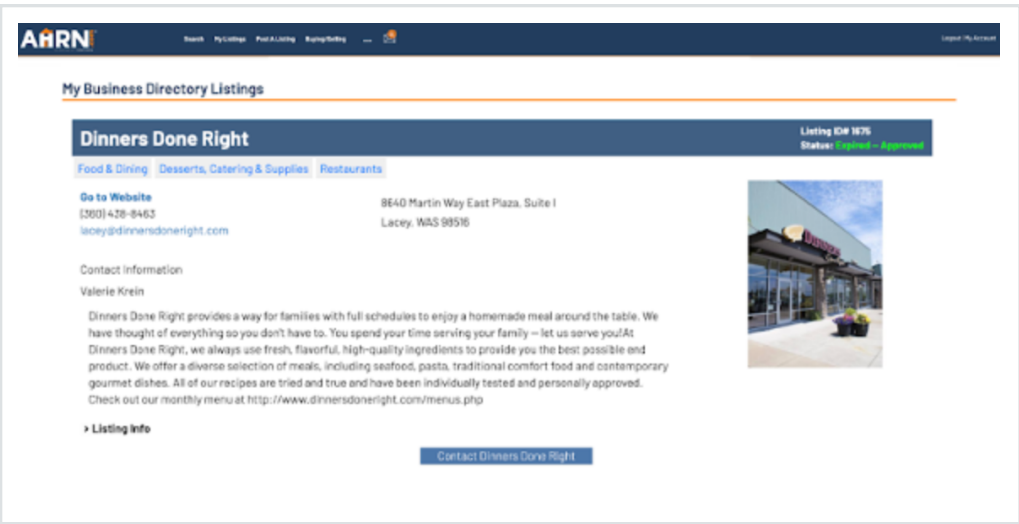
Advertising With AHRN



AHRN is a comprehensive guide for military housing offers and resources for military families moving to follow PCS and OCONUS orders. AHRN leads more than 2 million families through the process of buying or renting a new home each year, providing you with a critical opportunity to introduce your business to incoming residents. Advertising opportunities

Featured Business Listing

Business name, address, and phone number listed in the AHRN.com business directory

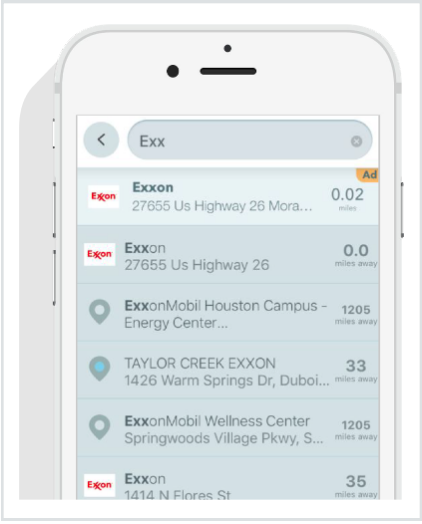


Customizable Business Profile

Help people stay up-to-date with a business page on AHRN.com. Share important information, news, promotions, and much more.

Mobile App Listings

Confidently reach relevant military families in your area. Our zip code targeting guarantees your 5 ads will only be seen inside your local military market.



Monthly Newsletter Ad Placement

Expand your reach and target our loyal subscriber list when engaging with our monthly content.

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Veteran Life

Advertising With VeteranLife



A unique publication managed by a former veteran, VeteranLife is a lifestyle brand aimed at veterans navigating post-service life. VeteranLife features content across multiple verticals such as employment, education, health benefits, fitness and family advice.

Advertising opportunities

Featured Display Advertising

Be the first brand or business that users see when they visit VeteranLife.

Run-Of-Site Display Ads

Carry your message across all VeteranLife site pages to stay top of mind with military veterans.

Retargeting

Extend your message beyond our site and display your brand wherever VeteranLife visitors go next.

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Additional Options

Energize Your Marketing

When you sign on with Military Advertising, your advertising reaches beyond just our network. We give you branded assets and look-a-like audiences that instill trust and create new ways to connect.

Military Holiday Partnerships

Put your brand front and center with military members and families and cut through the noise on days they're looking to shop

Military Audience Extension

Extend your reach and target our military audience as they visit popular websites and apps

Video Production & Preroll Packages

Bring your message to life and plug in to highly engaged video viewers with our full production studio

Connected TV

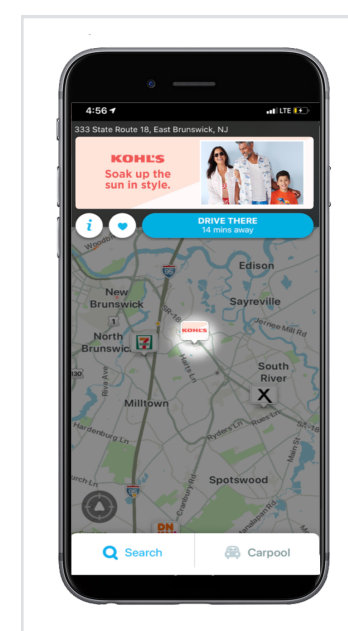
Reach big-box military audiences at home through premium video streaming services

Military Trusted Business Badge

Yours to use anywhere you market or advertise, use this badge to hyperlink to your landing page on our site

Waze Location Advertising

Lead audiences right to your door with branded location pins, promoted search listings, and mobile ads while they're on the go.



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Packaging

Our Packages

Choose to zoom in and focus your campaign in one of our sites, or cast a wide net across all Military Advertising brands.



Standard Military Partnership

- Geolocated Ads
- Exclusive Business Listing
- Customizable Business Profile
- Monthly Newsletter Placement



Star Military Partnership

- Geolocated Ads
- Exclusive Business Listing
- Customizable Business Profile
- Monthly Newsletter Placement



Star Military Partnership

- Featured MyBaseGuide Business Listing
- Customizable Business Profile
- Mobile App Listings
- Local Deals Platform
- Mobile App Listing
- AHRN.com Business Listing
- Military Trusted Business Badge
- Social Media Integration
- Military Audience Extension

Custom Packages

Create your own package with elements from the tactics above to expand your campaign impact.

Subhead: Package Pricing

Options available for every budget. Reach out to our team for a detailed breakdown.

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Testimonials

Hear From Our Customers

Santa Rose Medical Center

"The Santa Rose Medical Center is now a military trusted business and MyBaseGuide has helped us grow."

Cindy Drummond
Director, Support Operations

Hampton Roads

"We are extremely happy with the AHRN team and their efforts to drive targeted businesses to our site."

Cris
Property Manager

Anderson Adkins & Company

"We are a CPA firm with multiple services offered and decided to advertise with MyBaseGuide to gain military recognition and reach out to individuals who are looking for a new CPA. We have acquired many new military clients over the years and would definitely recommend MyBaseGuide to other business owners!"

Lauren E. Hubert, Anderson
Adkins & Company

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Contact Us

Let's Get Started

If you're interested in pricing, call our sales team at (858) 695-9600.



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