



**MARKETING CATALOG  
PRODUCTION YEAR 2021**



# MARKETING STAFF



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- Purchase requests
- eSports management
- In/Out processing



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- BYOT credit and issues
- Marketing lead to enlistment management
- 888 number management
- COI/VIP associations relations
- Business cards



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- Social media content and scheduling
- Social media management
- Social media leads
- Website and application management



**Ms. Mira Sullivan - Contractor**

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- Creative design
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- In-House Production

# MARKETING TERMS AND DEFINITIONS

**Banner:** Usually printed on vinyl and designed to be read from a large distance away. It can be affixed to walls, fences etc. and can be displayed inside or outdoors. Grommets are affixed as needed.

**Booklet:** More than one sheet of paper, folded in half, stapled (saddle stitched) on the fold, and printed on both sides. Booklets can't be produced in-house and are produced outside the department in bulk. They are distributed to the field and individual requests can't be honored.

**Brochure:** One sheet of approximately 8.5" x 11" paper, usually folded in thirds (trifold), and printed on both sides. Brochures can't be produced in-house and are produced outside the department in bulk. They are distributed to the field and individual requests can't be honored.

**Digital Request:** Marketing request that requires design work, but does not need to be physically produced. Examples are an ad for a web site, E-flier, or something to post on Social Media.

**Engraving/Award Request:** Marketing request for engraving on a custom size plate using the verbiage you provide. Small plaques are also available to affix the plates to or engrave directly on. If a "laserable" plaque or award is provided, we can do engraving directly onto that substrate (glass, acrylic, marble, wood etc.).

**"Flier" or "Flyer":** 8.5" x 11" or smaller sheet of paper, one-sided advertising to hand out or display. Fliers are not folded or stapled.

**Large Format Print:** A product produced on the large format printer that is not a banner, retractable, or window vinyl. Maximum size is 50" for one dimension. These are printed on rolls of paper, vinyl, fat head material, or adhesive vinyl.

**Poster:** 11" x 17" sheet of paper, one-sided advertising to display.

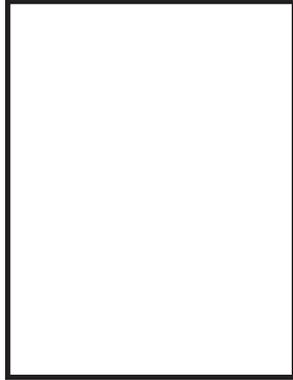
**Print Request:** Marketing request used to request items to be produced in-house and does not cost money other than internal resources.

**Purchase Request:** Marketing request to purchase items, advertising, or other items that require a purchase using the Government Purchase Card (GPC). Creative or print requirements may be included in a purchase request if needed.

**Window Vinyl:** Advertising or design on perforated vinyl that is designed to affix to the inside or outside of windows that allow visibility to the outside, but not to the inside (one-way vision). Max length of one dimension is 50" for in-house printing. Anything larger must be outsourced.

# IN-HOUSE PRODUCTS (You can order these on a print request)

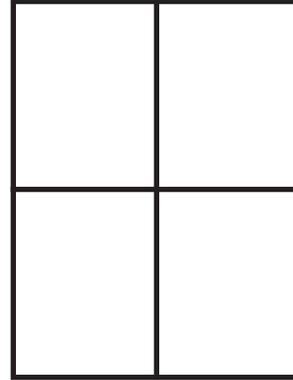
**Flyers:** Flyers are printed on a sheet of 8 1/2" x 11" "copier" paper or heavier card stock. The production of fliers are limited to **100 sheets** of paper. Therefore, a run of full-page fliers is a maximum of 100 fliers. However, you can have **200 half-page fliers** (still 100 sheets - get it?), or **400 quarter-page fliers**. Fliers have a fairly quick turn around and are the easiest to produce.



Full-page



Half-page



Quarter-page

**Posters:** Posters are printed on a sheet of 11" x 17" "copier" paper or heavier card stock. The production of posters is limited to **50 for "copier" paper** and **25 for card stock**. Posters have a fairly quick turn around and are pretty easy to produce.

**Hanging Banners:** Banners are printed on vinyl rolls that are about 50" wide so we can print them to specific sizes. However, typically banners have a 2:1 ratio for WxH. For example, sizes are typically 6'x3' or 8'x4'. We also affix grommets to specification. Banners are maxed at 3 per recruiter per year. They can take a while to produce as we can only make one or two at a time and takes up all of our space in the production area.

**Fat Head/Large Prints/Window Vinyl:** We have "low-tac" vinyl to place on walls and perforated window vinyl. Window vinyl works best if the image side has more light than the non-image size. It causes a "one-way window" effect where you can see out, but can't see in. These are on rolls that are 50" wide so if your window or the size you want is bigger than that, we can't do it in-house. We also have rolls of paper that we can cut and fit into poster frames (you or supply provide the frames).

## IN-HOUSE CREATIVE (You can order these on a print or purchase request)

If you have an opportunity to advertise on a web site, in a program, school, or ad space and you DON'T need it printed, we can design this for you for use in your advertising. These are fairly quickly turned around, and are usually emailed directly to you or to the vendor/school that will display your ad. If this ad cost money, it is a purchase request. If not, it is a print request. Just note that this is creative only and doesn't need to be printed in your request. Include any specs for the design (pixels per inch, size, file format needed, etc.).

# MONEY

MICHIGAN ARMY NATIONAL GUARD  
3423 N. Martin Luther King Jr. Blvd.  
Lansing, MI 48906

Reserve in the name of \_\_\_\_\_ \$ \_\_\_\_\_ Dollars

Serving your Community, State, Country  
miarmyguard.com

Authorized Signature \_\_\_\_\_

Vanity Check (17x5.5)  
Catalog # MCHECK1

# SUPPORT

Meet the Guard/Guardex Invitation  
Catalog # SINV1

Counselor SCECH Training  
Catalog # SSHSC1

**MEET THE GUARD**

May 3rd, 2019 | 9:00am - 3:00pm  
Sault Sainte Marie Armory  
1170 East Portage Avenue, Sault Sainte Marie, MI 49783

- Hands on with equipment
- Boat rides
- Night vision goggles course
- Settle station
- Weapon firing simulator
- Free coffee
- LSSU representative
- Lunch provided

Contact SSG Heather Dake  
906-748-3622

**YOU'RE INVITED**

MILITARY CAREER EXPLORATION WORKSHOP

February 15th, 2020  
10:00am - 4:00pm

Taylor National Guard Armory  
12450 Beech Daly Rd., Taylor

RSVP by February 1, 2020  
248-259-3887  
stephan.l.anderson.mil@mail.mil

Learn about the Michigan Army National Guard, our role in the community, and the benefits available to our members.

- No cost to attend
- Light lunch served
- Certificate worth 5 SCECH

Worth 5 SCECH MICHIGAN Army Education

Indoor/Outdoor Banner (8' x 4')  
Catalog # SSB1

# BANNERS

General Education Banner  
Catalog #EGB1

**UP TO 100% PAID TUITION**

**LET'S GO VIKINGS!**

miarmyguard.com

**START COLLEGE OFF RIGHT...  
...TUITION FREE.**

miarmyguard.com

School Programs Sheet  
Catalog # SEVSP1

# SCHOOL ENTRY VEHICLES

HUMVEE Sheet  
Catalog # SEVHUMVEE1

**SCHOOL PROGRAMS**

Offered at no cost as a service to our communities

HEAR  
YOU CAN SCHOOL PROGRAM  
GUARD FIT CHALLENGE

ASVAB Sheet  
Catalog # SEVASVAB1

**ASVAB EXPLORATION PROGRAM**

Offered at no cost as a service to our communities

ASVAB Career Exploration Program

Encourage students to explore a variety of careers.

Multiple Activities Test

Interest Inventory

Career Direction Sheet  
Catalog # SEVCD1

**CAREER DIRECTION 2**

Offered at no cost as a service to our communities

Motivational career planning & decision making program

Career Planning

Job Finding Skills

Decision Making Skills

Guard Fit Challenge Sheet  
Catalog # SEVGF1

**GUARD FIT CHALLENGE**

Offered at no cost as a service to our communities

Are your students Guard Fit?

Our Program Includes

Curriculum Standards

How It Works

Program Requirements

HEAR Sheet  
Catalog # SEVHEAR1

**HEAR**

Offered at no cost as a service to our communities

Build respect and end bullying & cruelty in your school.

Prevention/Content

Program Requirements

**HUMVEE SCHOOL PROGRAM**

Offered at no cost as a service to our communities

An exciting and unique opportunity for students...

National Automotive Technicians Education Association (NATEA)

Lesson Lengths

Learning Objectives

WarriorFit Sheet  
Catalog # SEVWF1

**WARRIOR FIT PROGRAM**

Offered at no cost as a service to our communities

Are your students Warrior Fit?

Our program includes

WarriorFit Sheet

**REQUEST FOR FREE EDUCATIONAL & CAREER PROGRAMS**

Request for Free Educational & Career Programs

**YOU CAN SCHOOL PROGRAM**

Offered at no cost as a service to our communities

Positive role models from your community.

Available Presentations

You Can Sheet  
Catalog # SEVYC1

SEV Request Card Catalog # SEVRC1

# Mass Flyers



**STEP OUT OF YOUR COMFORT ZONE**

- Choose from over 100 different jobs
- Paid Training at U.S. Army facilities
- Serve one weekend a month and two weeks in the summer
- Gain leadership and career skills for employment
- Maintain a full-time civilian career
- Money for college and non-college-degree institutions
- Earn civilian certifications and licenses

You may also qualify for an enlistment bonus!



Scan for more information



**EARN YOUR DEGREE...  
...TUITION FREE.**

- State Tuition Assistance
- State Tuition Grants
- Montgomery GI Bill
- Montgomery GI Bill Kickler
- Federal Tuition Assistance
- Student Loan Repayment



Scan for more information

Attend college full-time while serving in the Michigan Army National Guard. You may also qualify for an enlistment bonus!



**BUILD YOUR RESUME WITH ON THE JOB EXPERIENCE**

- Paid training at U.S. Army facilities
- Gain leadership and career skills for employment
- Money for college and non-college degree institutions
- Earn civilian certifications and licenses
- Enlist at a higher rank

Work full-time in your field while serving in the Michigan Army National Guard



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**IT PAYS TO BE A CITIZEN-SOLDIER!**

**Money for School** as of 1 January 2023  
Montgomery GI Bill Selected Reserve (Chap. 3045) and Kickler: Soldiers who have completed initial training are eligible to receive up to \$307 per month. Service members qualify for a "Year 1" to the GI Bill that increases the amount another \$300 per month for a total of \$607 per month.

**Tuition Grant Program:** There are several Michigan colleges and universities that offer grants exclusively to Michigan National Guard Soldiers that attend their schools. This grant is offered as a scholarship to tuition.

**Federal Tuition Assistance Program:** Pays up to \$4,000 per fiscal year.

**Michigan National Guard State Tuition Assistance Program:** Available exclusively to students serving in the Michigan National Guard attending a college, university, technical, trade, or vocational school. Pays up to \$3,400 per fiscal year. This program reimburses students for tuition, and fees not covered by other benefits.

**Student Loan Repayment Program:** Pays up to \$50,000 directly to the lending institution for existing or future student loans.

**College Credit for Military Service:** Over 3,200 colleges nationwide convert military experience into college credits. Continuing experience will save time and money. Different colleges accept different credits. Information on the Joint Services Transcript (JST) can help service members write job applications and articulate military experience to civilian employers.

**Benefits**  
Healthcare benefits: If you serve for 30 years or more you will be entitled to retirement benefits. Any contributions you make in addition toward your retirement are portable should you choose not to serve the full 30 years. However, you are able to hold a civilian job during your enlistment, your Guard benefits will be in addition to other civilian benefits you may be entitled to.

**V.A. Home Loans:** Let Veterans Affairs help you get into your own home. Guard Soldiers may be eligible for home loans with other loan programs.

**Life, Health, and Dental Insurance:** Your coverage of over 40 life insurance. There are several health insurance and TRICARE plans.

**Commissary and Exchange Privileges:** Enjoy shopping at military commissary and exchange stores for food, clothing and supplies.

**Spouse-A Travel and Military Recreational Facilities:** Free military flights, if space available, and discounted rates for military recreational facilities world-wide.

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**YOUR COMMUNITY NEEDS YOU NOW MORE THAN EVER  
BECOME PART OF THE SOLUTION**

Michigan Army National Guard Soldiers come from every walk of life, ready to put their Guard uniform on at a moment's notice to protect our Community, State, and Country. Guard members train one weekend a month and two weeks a year so they will be ready should the Community or County need them.

The Governor activates the National Guard in order to protect the lives and property of Michigan citizens during natural disasters and civil disturbances. As a component of the U.S. Army, we are also tasked with supporting our national defense strategy and are trained and ready to deploy world-wide, when needed, in order to defend our freedoms.

**SOME OF OUR BENEFITS**

- Enlistment bonus is eligible
- Monthly pay
- Education benefits that exceed tuition and fees at most Michigan colleges and universities
- Credentialing assistance to cover cost of training and certification in your civilian career
- Affordable health, dental, and life insurance
- Portable retirement plan



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**LIVE HERE. WORK HERE. SERVE HERE.**

**GUARANTEED INTERVIEWS WITH PROSPECTIVE EMPLOYERS**

The U.S. Army "Partnership for Youth Success" program guarantees National Guard Soldiers up to 5 interviews with prospective employers upon the completion of initial training (Basic training and job training). This is written into your contract at the time of enlistment.

**How the program works:**

1. The U.S. Army partners with companies, corporations, state, and federal agencies through a memorandum of agreement in an effort to provide guaranteed job interviews and potential employment opportunities to current Michigan Army National Guard members. Eligible Soldiers may select up to five Part 5 partners. This option is also available to those interested in ROTC, and those receiving a commission or an appointment as a Warrant Officer.
2. Complete your initial training (Basic Training and job training).
3. Accomplish all certifications, licensing, and special job-related requirements established by the Part 5 partner.
4. Prepare your resume.
5. Contact your Part 5 partners to schedule your employment interviews.

**Eligible Requirements**

1. Enlist in the Michigan Army National Guard.
2. Complete your initial training (Basic Training and job training).
3. Accomplish all certifications, licensing, and special job-related requirements established by the Part 5 partner.
4. Prepare your resume.
5. Contact your Part 5 partners to schedule your employment interviews.

**ROTC Requirements:**

1. Qualify and enroll in an ROTC program.
2. Complete your four-year Bachelor's degree.
3. Receive a commission for Active duty, Army Reserve, or Army National Guard. If you commission for Active duty, you must complete your Active term of service.
4. Accomplish all certification, licensing, and special job-related requirements established by the Part 5 partner.
5. Prepare your resume.
6. Contact your Part 5 partners to schedule your employment interviews.



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# Mass Posters

**TUITION GRANT PARTICIPATING SCHOOLS**

**BAKER COLLEGE**

- Undergrad 20% discount of applicable tuition
- Graduate 30% discount of applicable tuition

**CENTRAL MICHIGAN UNIVERSITY**

- Undergrad 30% discount of applicable tuition
- Graduate 40% discount of applicable tuition

**GLADWIN UNIVERSITY**

- Undergrad 75% grant
- Graduate 90% grant

**CORNERSTONE UNIVERSITY**

- Graduate 30% discount of applicable tuition

**DAVENPORT UNIVERSITY**

- Undergrad 20% grant of applicable tuition
- Graduate 20% grant of applicable tuition

**EASTERN MICHIGAN UNIVERSITY**

- Undergrad \$600 per semester prorated
- Graduate \$500 per semester prorated

**ERASMUS STATE UNIVERSITY**

- Undergrad 25% discount of applicable tuition
- Graduate 25% discount of applicable tuition

**KALAMAZOO VALLEY COMMUNITY COLLEGE**

- Undergrad 25% discount of base tuition
- Graduate 25% discount of base tuition

**KIRTLAND COMMUNITY COLLEGE**

- Prorated grant available

**INDIANA WESLEYAN UNIVERSITY**

- Undergrad \$200 per credit hour
- Graduate 20% off per credit hour

**JACKSON COLLEGE**

- In-county tuition rates

**LAWRENCE TECHNOLOGICAL UNIVERSITY**

- Undergrad \$2,500 grant prorated per year
- Graduate \$2,500 grant prorated per year

**LAKE SUPERIOR STATE UNIVERSITY**

- Undergrad \$250 per credit hour

**MICHIGAN STATE UNIVERSITY**

- Graduate 20% discount of applicable tuition

**NORTHWESTERN MICHIGAN COLLEGE**

- No state tuition will

**NORTHEASTERN MICHIGAN UNIVERSITY**

- Undergrad \$350 per credit hour
- Graduate \$250 per credit hour

**NORTHERN MICHIGAN UNIVERSITY**

- Undergrad 4% discount of applicable tuition and fees
- Graduate 4% discount of applicable tuition and fees

**NEW WOODS LEARNING CENTER**

- Undergrad \$1,500 grant per year
- Graduate \$1,500 grant per year

**OSHTONVILLE UNIVERSITY**

- Undergrad 40% discount of applicable tuition and fees
- Graduate 20% discount of applicable tuition and fees

**OLIVET COLLEGE**

- Undergrad up to \$3,000 discount per academic year
- Graduate up to \$3,000 discount per academic year

**PURDUE UNIVERSITY**

- Undergrad 50% discount of applicable tuition
- Graduate 17-20% discount of applicable tuition

**SPRING ARBOR UNIVERSITY**

- Undergrad 30% discount of applicable tuition and fees
- Graduate 20% discount of applicable tuition and fees

**UNIVERSITY OF DETROIT MERCY**

- Undergrad \$2,500 per semester

**WALKER COLLEGE**

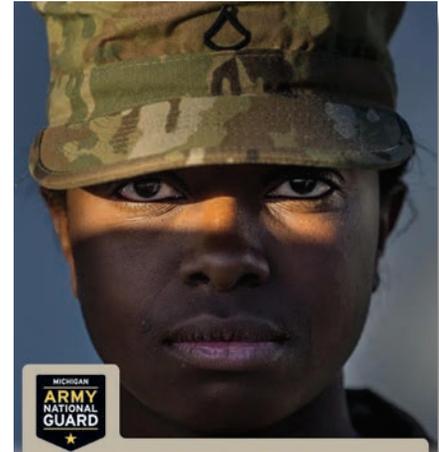
- Undergrad \$50 off per credit hour
- Graduate \$50 off per credit hour

**WAYNE STATE UNIVERSITY**

- Undergrad 50% of applicable tuition
- Graduate 50% discount of applicable tuition



Scan for more information

**ARE YOU READY?**

- Choose from over 100 different jobs
- Serve one weekend a month and two weeks in the summer
- Paid training at U.S. Army facilities
- Gain leadership and career skills for employment
- Maintain a full-time civilian career
- Money for college and non-college degree institutions
- Earn civilian certifications and licenses



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