

# FORT CAMPBELL COMMERCIAL ADVERTISING 2021 RATE CARD

**Andrea Powers**

Sponsorship and Advertising Sales Executive  
Directorate of Family and MWR



**BEST SOLDIER & FAMILY EXPERIENCE**

## 2021 ADVERTISING OPPORTUNITIES



### INDOOR DIGITAL MONITORS

We maintain digital monitors that constantly rotate Family and MWR programs and events. These monitors are open to a limited number of advertisers to ensure maximum exposure. Based on the locations, you can expect your advertisement to be seen by thousands of patrons on a daily basis.

	1 Month	3 Months	6 Months	12 Months
All Monitors	\$1,000	\$3,000	\$5,000	\$10,000

Seventy five 40" Samsung flat screen digital monitors are placed across the post at indoor locations where customer traffic is high. Advertisers may place a single static image which will be viewed for 15 seconds before the next screen replaces it. Your image will run at least twice but possibly 3 times per hour. There is no sound on these screens. The static image file must be supplied by the advertiser as a .jpg in RGB color-space and an aspect ratio of 16:9. The image must be 1500px wide by 844px high. (We do not provide design service for the advertiser.)

#### SIGN LOCATIONS

Town Center Pharmacy, Post Office, Gate 4 Visitor Center, Armed Services YMCA, Education Center, On Post APSU Center, Replacement Company, 160th Nightstalkers, 5th Group Special Forces, Blanchfield Army Community Hospital, Medical/Dental Clinics, Soldier for Life Center, Soldier Dining Facilities, all Physical Fitness Centers, all Child & Youth Service Facilities, and many more.

Display Area: 40" - 55"  
Size: 1500 (Width) x 844 (Height) Pixels  
File Type: JPEG

Contract processing requires 30 days' notice. All contracts begin on the first day of a month. A new image/change image will require a new contract and possibly additional fees.



### OUTDOOR ELECTRONIC MARQUEES

We limit the number of advertisers permitted on our outdoor marquees which makes this opportunity even more attractive!

	1 Month	6 Months	12 Months
Gate 3, 4, & 10	\$1,500	\$7,500	\$15,000
Gate 1, 7, Cole Park, Town Center	\$1,000	\$5,000	\$10,000

Large illuminated signs at 7 high-traffic locations. The MWR information on these signs is also strictly limited so that those passing by are sure to get the maximum time viewing the messages. White or red backgrounds are not permitted on images due to post safety requirements.

#### SIGN LOCATIONS

Gate 4, main entrance to the post and also the visitor's entrance  
Gate 1, at the Family Resource Center  
Cole Park Commons, at the corner where traffic intersects with those using Gate 10 or Gate 1  
Gate 7, the entrance from Kentucky and also a secondary visitor's entrance  
Gate 3, near the hospital  
Gate 10, entrance from Woodlawn and Stewart County  
The Town Center (Main Exchange) in the parking lot area

File Size for Gate 1, 7, Cole Park, Town Center: 353 (Width) x 128 (Height) Pixels  
File Size for Gate 3, 4, & 10: 480 (Width) x 264 (Height) Pixels  
File Type: JPEG, 60kb or less

Contract processing requires 30 days' notice. All contracts begin on the first day of a month. A new image/change image will require a new contract and possibly additional fees.

**DISCLAIMER:** Fort Campbell Family and MWR adheres to the standard industry definition of reproducible art and reserves the right to accept or reject art depending on the application. Fort Campbell Family and MWR reserves the right to reject advertising based on content not meeting traditional values.



# 2021 ADVERTISING OPPORTUNITIES



## FAMILY & MWR WEBSITE

An ad on the MWR Website is a site link to your website from ours, directly connecting our visitors to your website. Your ad will be visible throughout the entire website which receives an average of 100,000 visitors per month.

	1 Months	6 Months	12 Months
Leaderboard	\$750	\$3,750	\$7,500
Sidebar 1 or 2	\$500	\$2,500	\$5,000

Our website offers three sizes and locations for your ad that will link to your own specified web address. Maximum file size is 79KB. (We do not provide design service for the advertiser.)

Leaderboard Size: 725 (Width) x 90 (Height) Pixels  
 Sidebar 1 & 2 Size: 300 (Width) x 250 (Height) Pixels  
 File Type: JPEG, PNG or PDF

All contracts begin on the first day of a month. Contract processing requires 30 days' notice.  
 \*A new image/change image will require a new contract and possibly additional fees.

<https://Campbell.ArmyMWR.com>



## SPORTS FIELD SIGNAGE

Fort Campbell hosts four large sports fields. These fields are utilized by our Soldiers and their Families for intramural sports programs, youth sports programs, Soldier sports events and MWR events.

	Lifespan	Price	Unit
North Sports Field	1 Year	\$5,000	each
South Sports Field	1 Year	\$5,000	each
Fryar Stadium	1 Year	\$10,000	each
Youth Sports Field	1 Year	\$1,000 - \$10,000	each

Permanent signage with your company information. You provide the artwork for the signage, MWR will produce and install the sign. All sports field signage contracts are 12 month terms. A new sign image and installation will require additional fees. All contracts begin on the first of a month. Contract processing requires 30 days' notice.



## SOCIAL MEDIA (FACEBOOK)

An ad on the Fort Campbell MWR Facebook page is a great way to connect with more than 42,000 followers.

	1 Months	6 Months	12 Months
Facebook	\$500	\$2,500	\$5,000

Place an ad on our Fort Campbell MWR Facebook page that has a total reach of over 42,000 followers. One ad will be placed weekly.

Content File Type: WORD or PDF  
 Image File Type: JPEG, PNG or PDF

All contracts begin on the first of a month. A new image/change is offered once a week. Contract processing requires 30 days' notice.

Content supplied by Advertiser.

DISCLAIMER: Fort Campbell Family and MWR adheres to the standard industry definition of reproducible art and reserves the right to accept or reject art depending on the application. Fort Campbell Family and MWR reserves the right to reject advertising based on content not meeting traditional values.



# 2021 ADVERTISING OPPORTUNITIES



## BOWLING CENTER MONITORS

Your ad is above it all at Hooper Bowling Center. This 32-lane mega-bowling center is equipped with 32 flat-panel monitors. Your advertisements rotate on the monitors that are not in play, providing coverage across the entire bowling center.

	1 Month	6 Months	12 Months
All Monitors	\$1,000	\$5,000	\$10,000

You provide the artwork for the monitors.

### SIGN LOCATIONS

Hooper Bowling Center, 5380 Tennessee Ave.

Display Area: 40" - 48"

Size: 1500 (Width) x 844 (Height) Pixels

File Type: JPEG, PNG or PDF

All contracts begin on the first of a month. Contract processing requires 30 days' notice.

\*A new image/change image will require a new contract and possibly additional fees.



## INDOOR BANNER PLACEMENT

If you're looking for longevity, we offer numerous high-traffic banner locations throughout Fort Campbell allowing for maximum consumer exposure.

	1 Month	6 Months	12 Months
Shaw PFC, Sabo PFC, or Olive PFC	\$1,500	\$7,500	\$15,000
Estep PFC, Fratellenico PFC, Gertsch PFC, or Lozada PFC	\$1,000	\$5,000	\$10,000
Cole Park Golf Course (outdoor), Warrior Zone, R.F. Sink Memorial Library & the USO Branch Library	\$500	\$2,500	\$5,000
Air Assault Auto, North Automotive Skills Center, Indoor Climbing Wall/ Adventure Program, Youth Sports & Instructional Programs	\$250	\$1,250	\$2,500

Specifications: 3ft (Height) x 6ft (Width). All banners must be equipped with grommets for hanging.

You provide the banners. All contracts begin on the first of a month. Contract processing requires 30 days' notice.

DISCLAIMER: Fort Campbell Family and MWR adheres to the standard industry definition of reproducible art and reserves the right to accept or reject art depending on the application. Fort Campbell Family and MWR reserves the right to reject advertising based on content not meeting traditional values.