

# FORT CAMPBELL COMMERCIAL ADVERTISING 2019 RATE CARD

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Directorate of Family and MWR



TOUCHING THE LIVES OF SOLDIERS AND THEIR FAMILIES

## 2019 ADVERTISING OPPORTUNITIES



### 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 hundreds to thousands of patrons on a daily basis.

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

Seventy five 40" Samsung flat screen digital monitors are placed across the post at indoor locations where customer foot 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 1500 px wide by 844 px 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, Multiple Dining Facility, all 8 Physical Fitness Centers, CYS Facilities, and many more.

Display Area: 40" - 48"  
Size: 1500 (Width) x 844 (Height) Pixels



### OUTDOOR ELECTRONIC MARQUEES

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

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We have large illuminated signs at 7 high-traffic locations on post and they are sold individually. 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. The image must be 353 px wide x 120 px high. It should be a .jpg and we recommend 3 lines of simple text or less. We do not permit white or red backgrounds 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

Display Area: 11.5' (Width) x 4' (Height)  
File Size: 353 (Width) x 128 (Height) Pixels  
File Type: JPEG, 60kb or less

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.



## 2019 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.

Our website offers three sizes and four 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  
Bottom 1, 2 & 3 Size: 180 (Width) x 150 (Height) Pixels  
File Type: JPEG, PNG or PDF

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

[www.Campbell.ArmyMWR.com](http://www.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 sporting events and MWR events.

Location	Lifespan
North Sports Field	1 Year
South Sports Field	1 Year
Fryar Stadium	1 Year
Youth Sports Field	1 Year

Permanent signage with your company information affixed to a scoreboard located at the North or South Sports Field. You provide the artwork for the signage, MWR will produce and install the sign.



### SOCIAL MEDIA (FACEBOOK)

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

Place an ad on our Fort Campbell MWR Facebook page that has a total reach of over 420,000. 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.

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## 2019 ADVERTISING OPPORTUNITIES



### BOWLING 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.

#### 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

	2 Months	3 Months	6 Months	9 Months	12 Months
All Monitors	\$1000	\$1,500	\$2,500	\$4,000	\$5,000



### BANNER PLACEMENT

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

Locations
Clarksville Base PFC, Estep PFC, Fratellenico PFC, Gertsch PFC, Lozada PFC or Olive PFC
Shaw & Sabo PFC

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

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