

FORT CAMPBELL COMMERCIAL ADVERTISING 2022-2023 RATE CARD

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BEST SOLDIER & FAMILY EXPERIENCE

2022-2023 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 hundreds to 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 55" 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: 55"
Size: 1500 (Width) x 844 (Height) Pixels
File Type: JPEG



OUTDOOR ELECTRONIC MARQUEES

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

	1 Month	3 Months	6 Months	12 Months
Gate 3, 4, & 10	\$1,500	\$4,500	\$7,500	\$15,000

Large illuminated signs at 3 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 3, near the hospital
Gate 10, entrance from Woodlawn and Stewart County

File Size for Gate 3, 4, & 10: 480 (Width) x 264 (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.



2022-2023 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.

<https://Campbell.ArmyMWR.com>

	2 Months	3 Months	6 Months	12 Months
Block Ads	\$1,500	\$2,250	\$4,500	\$9,000
Banner	\$1,000	\$1,500	\$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.)

Block Ads: 300 (Width) x 250 (Height) Pixels

Banner: 725 (Width) x 90 (Height) Pixels

File Type: JPEG, PNG or PDF



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.



SOCIAL MEDIA (FACEBOOK)

An ad on the Fort Campbell MWR Facebook page is a great way to connect with more than 48,000 followers.

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

Place an ad on our Fort Campbell MWR Facebook page that has a total reach of over 48,000 followers. One ad will be placed weekly.

Content File Type: WORD or PDF

Image File Type: JPEG, PNG or PDF

Content supplied by Advertiser.

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2022-2023 ADVERTISING OPPORTUNITIES



BOWLING CENTER MONITORS

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

	1 Month	3 Months	6 Months	9 Months	12 Months
All Monitors	\$1,000	\$3,000	\$5,000	\$8,000	\$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



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	3 Months	6 Months	9 Months	12 Months
Shaw PFC, Olive PFC or Sabo PFC	\$1,500	\$4,500	\$7,500	\$12,000	\$15,000
Estep PFC, Fratellenico PFC, Gertsch PFC or Lozada PFC	\$1,000	\$3,000	\$5,000	\$8,000	\$10,000
Cole Park Golf Course (outdoor), Warrior Zone, R.F. Sink Memorial Library & the USO Branch Library	N/A	\$1,500	\$2,500	\$4,000	\$5,000
Air Assault Auto, North Automotive Skills Center, Indoor Climbing Wall/Adventure Program, Youth Sports & Instructional Programs	N/A	N/A	\$1,500	\$2,000	\$2,500

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



INDOOR R.F. SINK MEMORIAL LIBRARY ENDCAP MAGNET

Looking for a great deal? Our library is the hub of Fort Campbell with 1500 patrons utilizing our facility weekly.

	6 Months	12 Months
R.F. Sink Memorial Library Magnet	\$250	\$500

Specifications: You provide your logo.

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