

FORT BRAGG

FAMILY AND MORALE, WELFARE, AND RECREATION



ADVERTISING

ADVERTISE YOUR BRAND

Reach your future clients where they live, work, and play!

Family & MWR partnerships drive real results! Commercial Advertising offers the opportunity to display your company's information in a variety of ways throughout our facilities. Advertising builds recognition - and recognition drives success!

EXAMPLES OF ADVERTISING OPPORTUNITIES:

Website | Digital Displays | Banners

Posters | Window Clings | And More!





FACILITY ADVERTISING

TIER 1

Over 50,000 patrons annually

BOSS Fence
Callahan PFC
Cleland Ice Rink
Dragon Lanes
Hedrick Stadium Fence
Hercules PFC
Iron Mike Conference Center
Leisure Travel Services
Ritz-Epps PFC
Throckmorton Library
Tolson Youth Center

TIER 2

25,000 - 50,000 patrons annually

All American Bingo
Blackjack PFC
Dahl PFC
Fort Bragg Golf
Fort Bragg Pool Fences
Frederick PFC
Iron Mike PFC
MWR Coffee
Smith Lake Beach
Smith Lake Rec Center
Tucker PFC

TIER 3

25,000 or less patrons annually

Chay Youth Center
Clay Target Center
Equipment Checkout Center
Fort Bragg Auto Skills Center
Funk PFC
Hosking PFC
Patriot Point PFC
Rod and Gun Club
Ryder PFC
The Divot
Warfighter PFC

Poster			
Size: 22" wide x 28" tall			
	Tier 1	Tier 2	Tier 3
1 Month	\$ 350	\$ 300	\$ 250
3 Months	\$ 800	\$ 700	\$ 650
6 Months	\$ 1,400	\$ 1,300	\$ 1,200
1 Year	\$ 2,300	\$ 2,100	\$ 2,000

Floor Decal/Window Cling			
Size: up to 4' wide x 3' tall			
	Tier 1	Tier 2	Tier 3
1 Month	\$ 400	\$ 350	\$ 300
3 Months	\$ 1,000	\$ 900	\$ 800
6 Months	\$ 1,600	\$ 1,500	\$ 1,300
1 Year	\$ 2,300	\$ 2,100	\$ 2,000

Banner			
Size: up to 5' wide x 3' tall			
	Tier 1	Tier 2	Tier 3
1 Month	\$ 700	\$ 650	\$ 600
3 Months	\$ 1,800	\$ 1,600	\$ 1,500
6 Months	\$ 3,300	\$ 2,900	\$ 2,600
1 Year	\$ 5,600	\$ 5,100	\$ 4,600

Large Format Banner			
Size: larger than 5' wide x 3' tall			
	Tier 1	Tier 2	Tier 3
1 Month	\$ 1,000	\$ 900	\$ 800
3 Months	\$ 2,800	\$ 2,500	\$ 2,300
6 Months	\$ 5,200	\$ 4,700	\$ 4,300
1 Year	\$ 9,500	\$ 8,700	\$ 7,900

Fence Banner			
Size: up to 8' wide x 3' tall			
	Tier 1	Tier 2	Tier 3
1 Month	\$ 1,000	\$ 900	\$ 800
3 Months	\$ 2,800	\$ 2,500	\$ 2,300
6 Months	\$ 5,200	\$ 4,700	\$ 4,300
1 Year	\$ 9,500	\$ 8,700	\$ 7,900

Large Format Fence Banner			
Size: larger than 8' wide x 3' tall			
	Tier 1	Tier 2	Tier 3
1 Month	\$ 1,300	\$ 1,200	\$ 1,100
3 Months	\$ 3,500	\$ 3,200	\$ 3,000
6 Months	\$ 6,100	\$ 5,800	\$ 5,300
1 Year	\$ 11,000	\$ 10,200	\$ 9,200

Counter Wrap			
Size: varies by facility			
	Tier 1	Tier 2	Tier 3
1 Month	-	-	-
3 Months	-	-	-
6 Months	\$ 5,200	\$ 4,700	\$ 4,300
1 Year	\$ 9,500	\$ 8,700	\$ 7,900

Dasherboard			
Size: 5' wide x 3' tall			
Cleveland Ice Rink			
1 Month	-	-	-
3 Months	-	-	-
6 Months	-	\$ 3,600	-
1 Year	-	\$ 6,100	-

Wall Decal			
Size: up to 8' wide x 3' tall			
	Ritz-Epps	Hercules	All Others
1 Month	-	-	-
3 Months	-	-	-
6 Months	\$ 5,200	\$ 4,700	\$ 4,300
1 Year	\$ 9,500	\$ 8,700	\$ 7,900

Large Format Wall Decal			
Size: larger than 8' wide x 3' tall			
	Ritz-Epps	Hercules	All Others
1 Month	-	-	-
3 Months	-	-	-
6 Months	\$ 6,100	\$ 5,800	\$ 5,300
1 Year	\$ 11,000	\$ 10,200	\$ 9,200

DIGITAL ADVERTISING

Digital Displays

File Size: 1500 px wide x 844 px tall
File Type: JPEG
File Size: 1 MB or less

Time	Price
1 Month	\$ 700
3 Months	\$ 2,000
6 Months	\$ 3,600
1 Year	\$ 6,500

The Insider

File Size: 600 px wide x 90 px tall
File Type: JPEG
File Size: 1 MB or less

Time	Price
1 Month	\$ 300
3 Months	\$ 700
6 Months	\$ 1,400
1 Year	\$ 2,300

Digital Displays are located in 30 Family and MWR facilities.

The Family & MWR Insider is a monthly e-Newsletter with information on upcoming events and activities reaching over 2,000 subscribers.

WEBSITE ADVERTISING

Bragg.ArmyMWR.com is the one stop for all information regarding our programs, activities, and facilities with over 1.2 million page views every year. Your run-of-site ad is sure to be seen!

Leaderboard

File Size: 728 px wide x 90 px tall
File Type: JPEG
File Size: 100 KB or less

Time	Price
1 Month	\$ 700
3 Months	\$ 1,800
6 Months	\$ 3,300
1 Year	\$ 5,900

Sidebar

File Size: 300 px wide x 250 px tall
File Type: JPEG
File Size: 100 KB or less

Time	Price
1 Month	\$ 700
3 Months	\$ 2,000
6 Months	\$ 3,600
1 Year	\$ 6,500

PRINT ADVERTISING

Pocket Guide

Cover Ad Size: 4" wide x 6" tall + 0.25" bleed
Inside Ad Size: 3.5" wide x 5.5" tall
File Type: PDF or JPEG (high resolution - minimum 300 ppi)

Location	Price
Back Cover	\$ 1,500
Inside Front/Back Cover	\$ 1,200
Standard	\$ 800

The Fort Bragg Pocket Guide is filled with all information about Family & MWR. We print 20,000 copies annually with 8,500 copies directly mailed to all on post housing.

ADVERTISING PACKAGES

Red

Campaign duration 1 year

\$22,500

Poster

Pop-Up Banner

Lane Sweeps (6)

Fence Banner

Website - Leaderboard

White

Campaign duration 6 months

\$14,000

Fence Banner

Pop-Up Banner

Digital Media Display

Website - Leaderboard

Blue

Campaign duration 3 months

\$6,000

Fence Banner

Digital Media Display

Website - Leaderboard

Facility placement determined by your Account Manager.





5 Swimming Pools



1 Army Library



15 Child & Youth Centers



1 Coffee Shop



1 Pet Kennel



2 Shooting Ranges



1 Conference Center



1 Leisure Travel Office



14 Fitness Centers



1 Auto Skills Center



2 Golf Courses



1 Inline & Ice Rink



1 Outdoor Recreation Center



4 Restaurants & Bars



1 Bingo Hall



1 Bowling Center





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