

# U.S. Army Installation Management Command

## Advertising Specifications

### GARRISON WEBSITE

Ex: [www.armymwr.com/dugway](http://www.armymwr.com/dugway)

DESKTOP Ads change each time page is refreshed. 10 ad slots per page.

#### Appendix RR

Leaderboard  
728 x 90 (Every page)

Sponsored Event/Promo  
750 x 421  
10 Deep

NOV 23

**Berlin Express**  
All Day  
Outdoor Vacation

Medium Square Ad

Medium Square Ad

**2 Medium Square Ads**  
300 x 250  
(Every page)

Garrison Marketing sells 8  
IMCOM Marketing sells 2

( Fold )

NOV 23

**Glacier Ski Express**  
All Day  
Outdoor Recreation

NOV 23

**Prague Express**  
All Day  
Outdoor Recreation

DEC 15

**Valkenburg Caves and Aachen ...**  
All Day  
Outdoor Recreation

DEC 28 - JAN 3

**New Years - Austrian Ski Week**  
All Day  
Outdoor Recreation

DEC 15

**Cologne Christmas Market**  
All Day  
Outdoor Recreation

DEC 28 - JAN 3

**New Years - Austrian Ski Week**  
All Day  
Outdoor Recreation

Square Ad

Square Ad

Square Ad

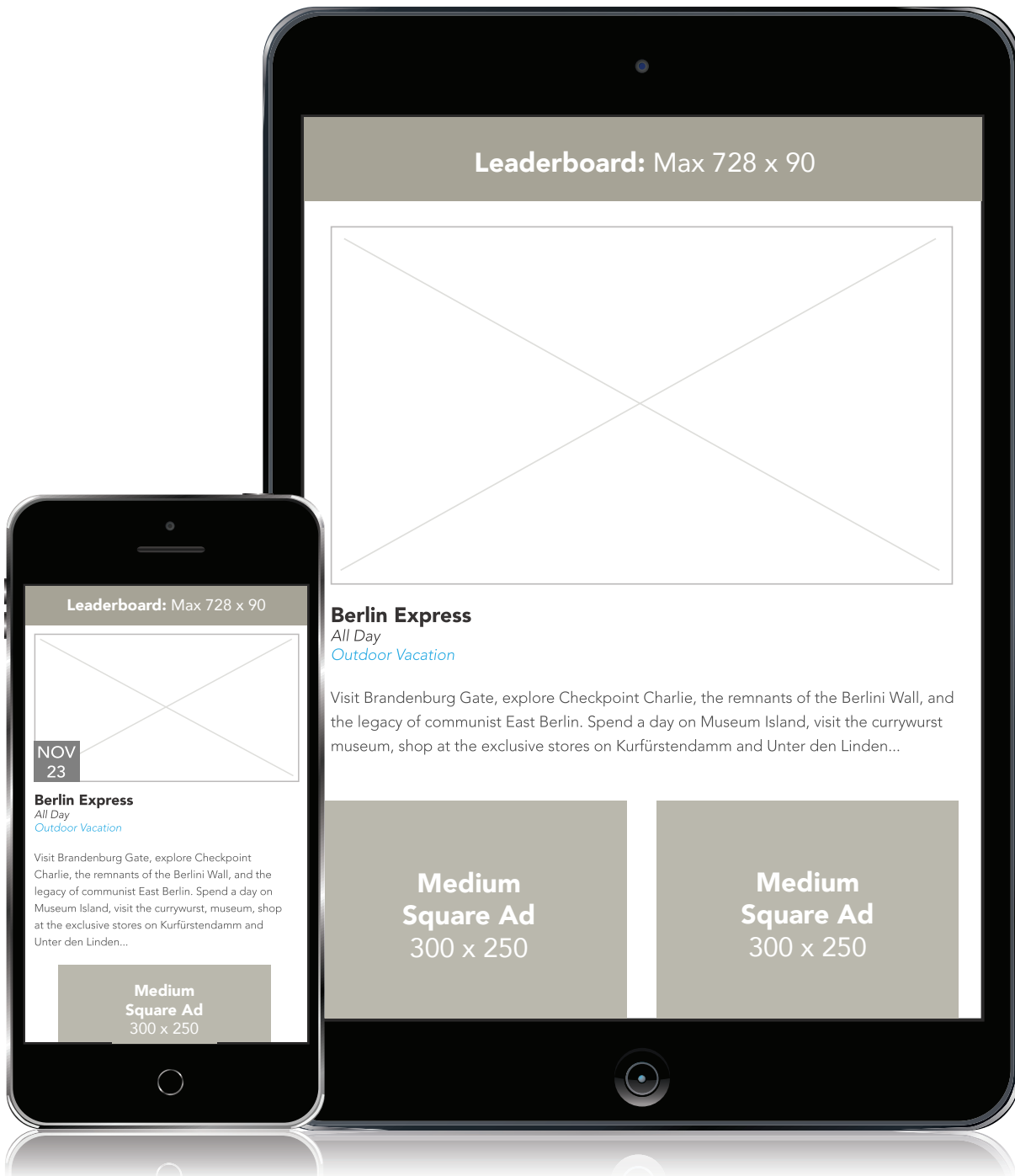
**3 Small Rectangles**  
180 x 150 (Every page)

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**GARRISON HOMEPAGE**  
SMARTPHONE & TABLET VIEW

Ex: [www.armymwr.com/dugway](http://www.armymwr.com/dugway)



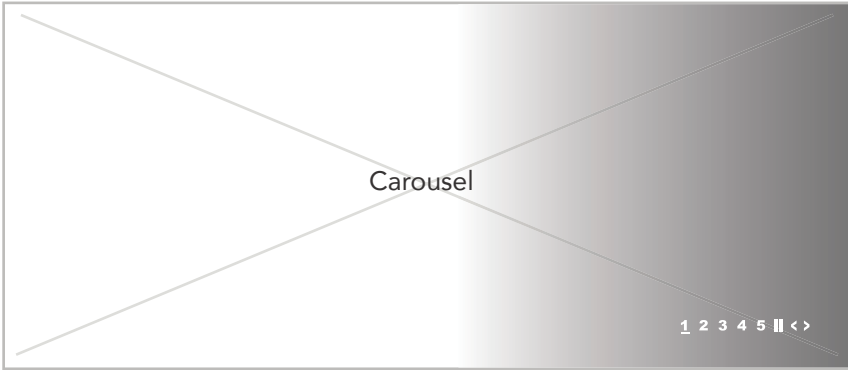
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## ARMY MWR WEBSITE

HOMEPAGE DESKTOP

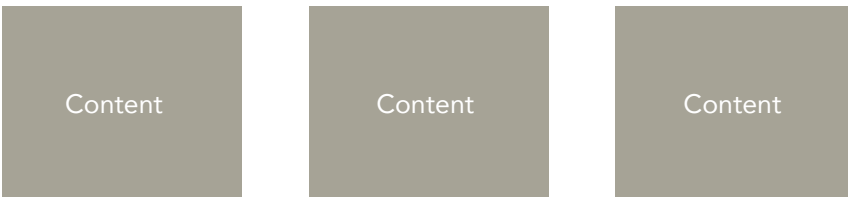
www.armymwr.com



### Sponsored Content in Carousel

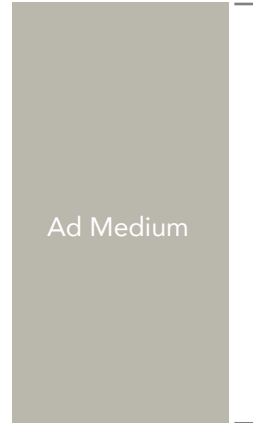
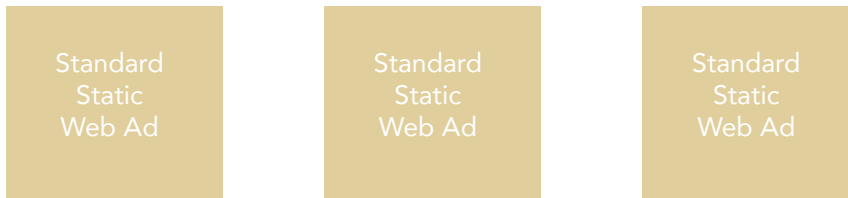
660 x 300

*Use of photography instead of web banners.  
Image only with headline and 2 lines of text.*



### Sponsored Content

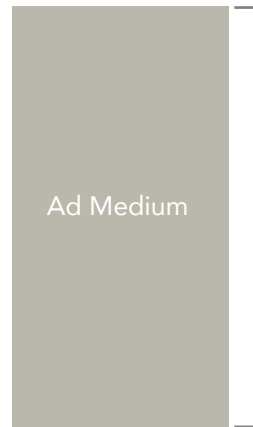
200 x 150



Ad Medium

### Ad Medium

205 x 300



Ad Medium

*(205 width  
required.)*

### Standard Static Web ad

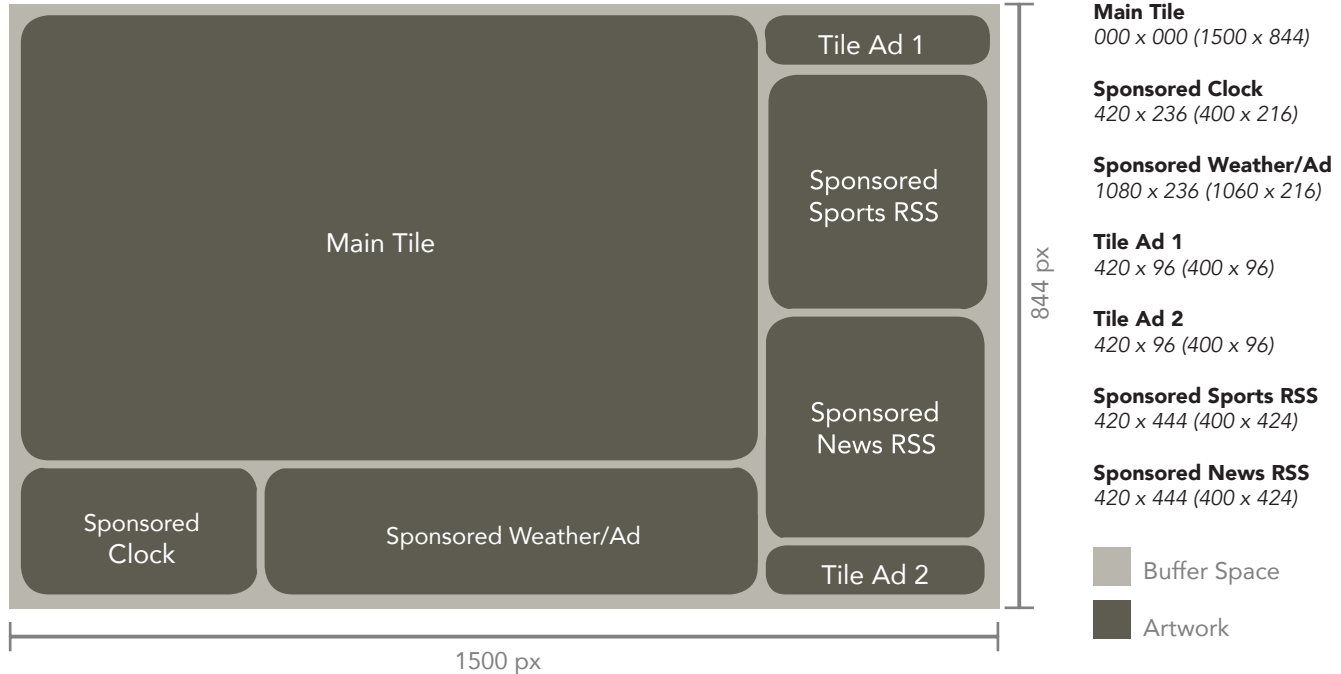
180 x 150

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### DIGITAL SIGNAGE

Minimum document dimensions (16:9 aspect ratio)



**\*Digital Signage Exception:** Screens at Shades of Green are 1080 x 1920 at 72 dpi. All screens with ads are portrait.

#### ACCEPTABLE DOCUMENT FORMATS:

##### Static Images

- jpg (preferred format)
- gif
- png

##### Video & Motion Graphics

- wmv

#### All static images must be in RGB colorspace.

Video and Motion Graphics can be very large. A target file size should be 20MB or less. We would prefer the file size to be as small as possible and yet maintain a quality appearance.

Video/motion graphics perform best with Windows Media (.wmv) video compression format.

Audio is not currently supported on the digital signage network. All video/motion graphic files with audio will need to be altered.

#### CONTENT MANAGER

<https://www.armybiznet.com/ContentManager/>

## U.S. ARMY SOLDIER SHOW

#### PROGRAM FULL PAGE AD:

- 5.75 x 8.75 (full color w/bleed)
- .PDF / .EPS / .JPG
- CMYK
- 300 dpi or greater

#### PRE-SHOW LOOP STATIC AD:

- 3840 x 2160
- complete/original files are preferred .ai can accept .jpg files

#### WEBSITE:

- Current and future 180 x 150
- Current and future 300 x 250
- Current MWR.com carousal 300 x 600
- Future Slider 700 x 600

#### PRE-SHOW LOOP VIDEO:

- 1920 x 1080 HD Video
- MP4 or MOV pro res 422 (NO AVI FILES)

#### ARMY ENTERTAINMENT MARQUEE

- 27" x 39"