



FORT BRAGG ADVERTISING OPPORTUNITIES

FAMILY & MWR MARKETING SERVICES

FOR SOLDIERS

FOR FAMILIES

FOR RETIREES

FOR CIVILIANS



Family & MWR Supports Soldiers and their Families

Soldiers are entitled to the same equality of life as is afforded the society that they are pledged to defend. Keeping an Army ready to fight and win takes more than hard work and training. Soldiers need a balance of work and play. Family & MWR's mission is to create and maintain "First Choice" products and services for America's Army which are essential for a ready, self reliant force.

Your business is making this possible!

Fort Bragg Population Statistics

Fort Bragg Supported Population --- 254,913

| | |
|--|---------|
| Active Duty Army Military: | 44,702 |
| Student Military and Other Branches of Service: | 5,304 |
| Training Military and Reserve Military: | 6,763 |
| Civilian Employees: | 14,380 |
| Contract Employees: | 6,342 |
| Active Duty Military Family Members: | 76,009 |
| Military Retirees and Family Members: | 101,413 |

Surrounding Area Supported Population within 40 miles from Fort Bragg --- 8,985
(Not Assigned to Fort Bragg)

Total Population Supported --- 263,898

According to FY 13 ASIP data



PUBLICATIONS

BUZZ Magazine

BUZZ Magazine is a 24 page bi-monthly 5.5" w x 8.5" h publication. This publication highlights various Family & MWR activities, events, facilities and more. **9,000 publications will be distributed** to the North and South Post PXs, Mini Mall, Womack Army Medical Center, Pope Army Airfield Shoppette, all Family & MWR facilities, and all on post houses. You don't want to miss this opportunity to spread the word about your business to our Fort Bragg community.

Ad Opportunities

Full Page Inside Full Page Premium Locations*

Ad size: 5" w x 8" h
Minimum 300 DPI

Half Page

Ad size: 5" w x 3.875" h
Minimum 300 DPI

*Premium Locations: inside front cover, inside back cover, and back cover



Pocket Guide

Family & MWR Pocket Guide is a 4" w x 6" h reference guide. This publication actually fits in your pocket and is extremely helpful to newcomers and even the most seasoned Soldier. Brief descriptions of each Family & MWR facility including phone numbers, addresses and a labeled installation map make this publication a great resource you never want to leave home without! Over **7,000 copies are distributed every six month** to primarily incoming Soldiers and Families and throughout Family & MWR Facilities.

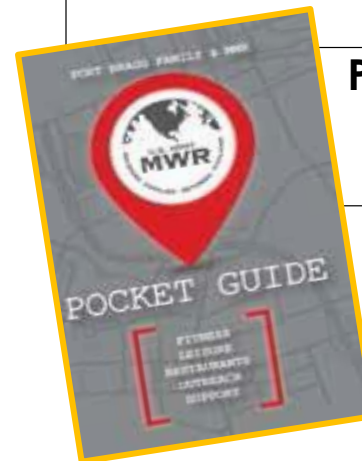
Ad Opportunities

Full Page

Ad size: 3.5" w x 5.5" h
Minimum 300 DPI

Premium Locations*

Ad size: 3.5" w x 5.5" h
Minimum 300 DPI



*Premium Locations: inside front cover, inside back cover, and back cover



WEBSITE

www.fortbraggmwr.com

Family & MWR website, www.fortbraggmwr.com, is the one stop shop for all information regarding our programs, activities, events, facilities, FAQs, closures and delays and much more. This is the only website that Fort Bragg uses to advertise to Soldiers and Families. **Over 200,000 page views per month and the average time spent on a page is 1:49.**



Ad Placement

Home Page Right Side

120x120 Pixels

120x240 Pixels

Home Page Left Side

212x100 Pixels

Located on the Homepage and throughout every page on website

Right Side

120x120 Pixels

Right Side

120x240 Pixels

Right Side

120x600 Pixels

Ads can be static or animated .GIF



IN-FACILITY PLACEMENT

Soldiers, Families, Retirees, and Civilians come to our facilities and so should you! Get the word out about your business inside our Family & MWR facilities. Advertising opportunities extend to food & beverage, children & youth, and recreation facilities. The Family & MWR Advertising Coordinator will assist you with placement location based on your needs.

Pricing based per facility; Advertiser prints and mails necessary materials

Ad Opportunities

Banners

8' w x 3' h

Coroplast Banner

5.3' w x 2.5' h

Only available at Stryker Golf Course

Flyers

11" w x 8.5" h

Quantity 450 per facility; additional requested if necessary

Posters

11" w x 17" h

22" w x 28" h

Quantity 2 per facility

Table Tents

Quantity per facility: 200

Pool Table Felt

With Advertiser Logo Facility will provide felt and installation

Ad Opportunities

Table Clings

Window Clings

Bathroom Stall

11" w x 8.5" h

Bathroom Mirror Decals

4" w x 36" h

Table Top Umbrellas

QTY: 12

Mouse Pads

QTY: 200

Over 1000 people per day use these computers!



FACILITY SPECIFIC Big Screen Ads

4th of July Jumbotron

The Fort Bragg July 4th Celebration was voted one of the top 20 events in the Southeast by the Southeast Tourism Society. This is an annual event held on the Main Post Parade Field attracting over 60,000 people each year. Take advantage of this opportunity to have your advertisement seen from the main stage between 12:00 PM and 5:00 PM. Your ad will be displayed on two 23' width by 17' high LED video screens located on each side of the main stage.

Ad Opportunities

15 -**one minute** commercials

30 -**thirty second** commercials

60-**fifteen second** commercials

Ads can be static or a commercial



Smith Lake Summer Movie Nights

Smith Lake hosts monthly movie nights from May through September on the lake. This series is free and open to the public. The movie nights attract over 300 people and families per showing. Advertise your ad for one hour before the movie begins. Ads will play continuously until show time!

Ad Opportunities

One Movie Night

Five Movie Nights

Ads can be static or 30 second or 1 minute commercials





FACILITY SPECIFIC Signage

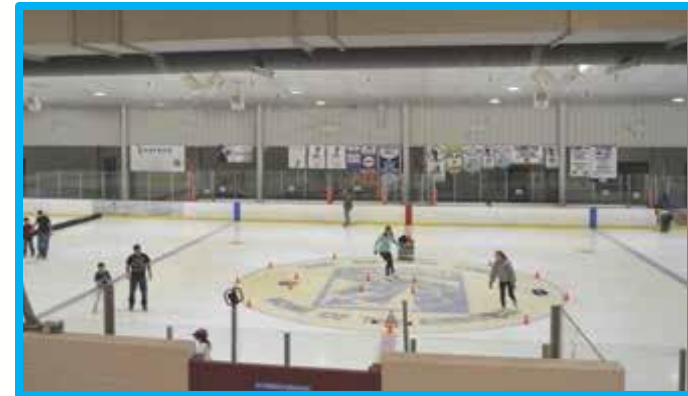
Tee Off at Ryder and Stryker Golf Courses

Fort Bragg is home to Ryder and Stryker Golf Courses. These two 18 hole courses are set along the tall Carolina pines and are favorite courses among Soldiers, Civilians, Retirees, and youth. Ryder and Stryker host monthly Commanding General Golf Scrambles, the Retiree Appreciation Day tournament, youth clinics, club championships, turkey shoots, invitational's, and more! Advertise to over 24, 000 people playing on each course per year with a Tee Marker. Tee Markers are displayed on a specific hole on both courses for the duration of one year.

Ad Opportunities

Tee Marker

on Stryker and Ryder Golf Courses
11.5" x 11.5"
Dibond Material



Skating year round at Cleland Ice and Inline Skating Rink

Cleland is home to an outdoor skate park, an inline skating rink, and an inside ice skating rink. Between 66,000 and 72,000 individuals skate year round at Cleland and about 1,300 utilize the skate park every year. You don't want to miss out on this opportunity to advertise on the dasher boards inside the skating rink or along the fence line at the skate park. Cleland offers a variety of programs ranging from hockey, free skate, learn to skate, and so much more for individuals of all ages!

Ad Opportunities

Dasher boards

Without grommets 8' w x 2.5' h

Fence Banner

With grommets 8' w x 3' h

Dasher boards and Fence Banner



ELECTRONIC MEDIA

Have you ever wondered how much time you spend standing in line? Well, standing in line now has its perks at Family & MWR facilities. Your ads can be seen on our Digital Media Displays while customers stand in line. These displays are located in 40 various Family & MWR facilities including Tolson Youth Center, Physical Fitness Centers, Golf Courses, Bowling Centers, Solider Support Center, and more!

Ad Opportunity

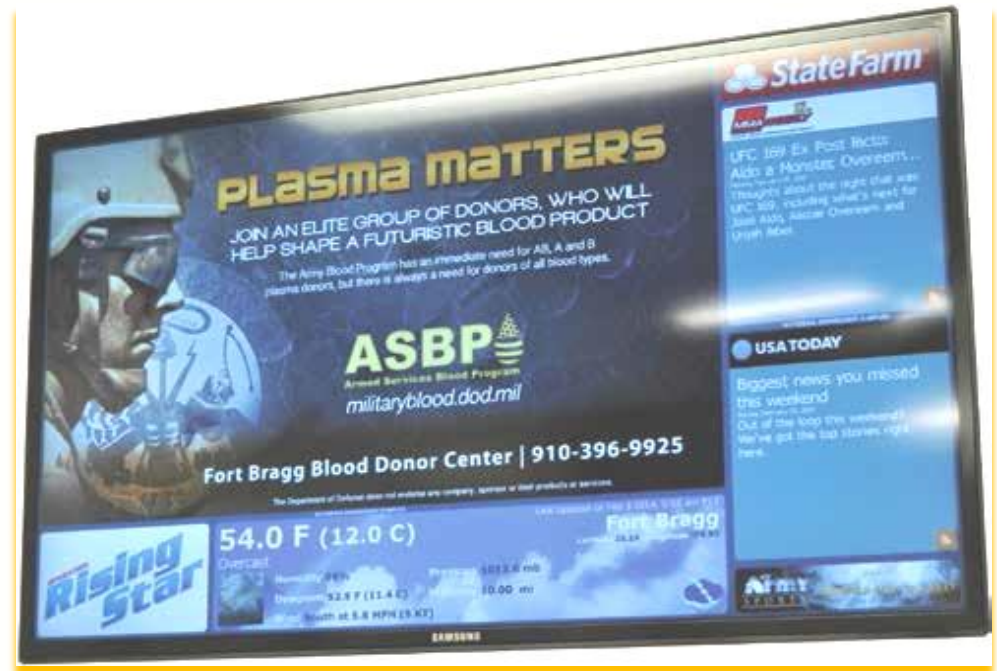
Digital Media Display

1500 w x 844 h pixels

.jpg; RGB color space

Ad plays for 15 seconds every 10 minutes

Ads can be static, animated .GIF, or commercial without sound





CONTACT INFORMATION

Advertising Coordinator

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