

U.S. ARMY INSTALLATION MANAGEMENT COMMAND



ADVERTISING SPECIFICATIONS

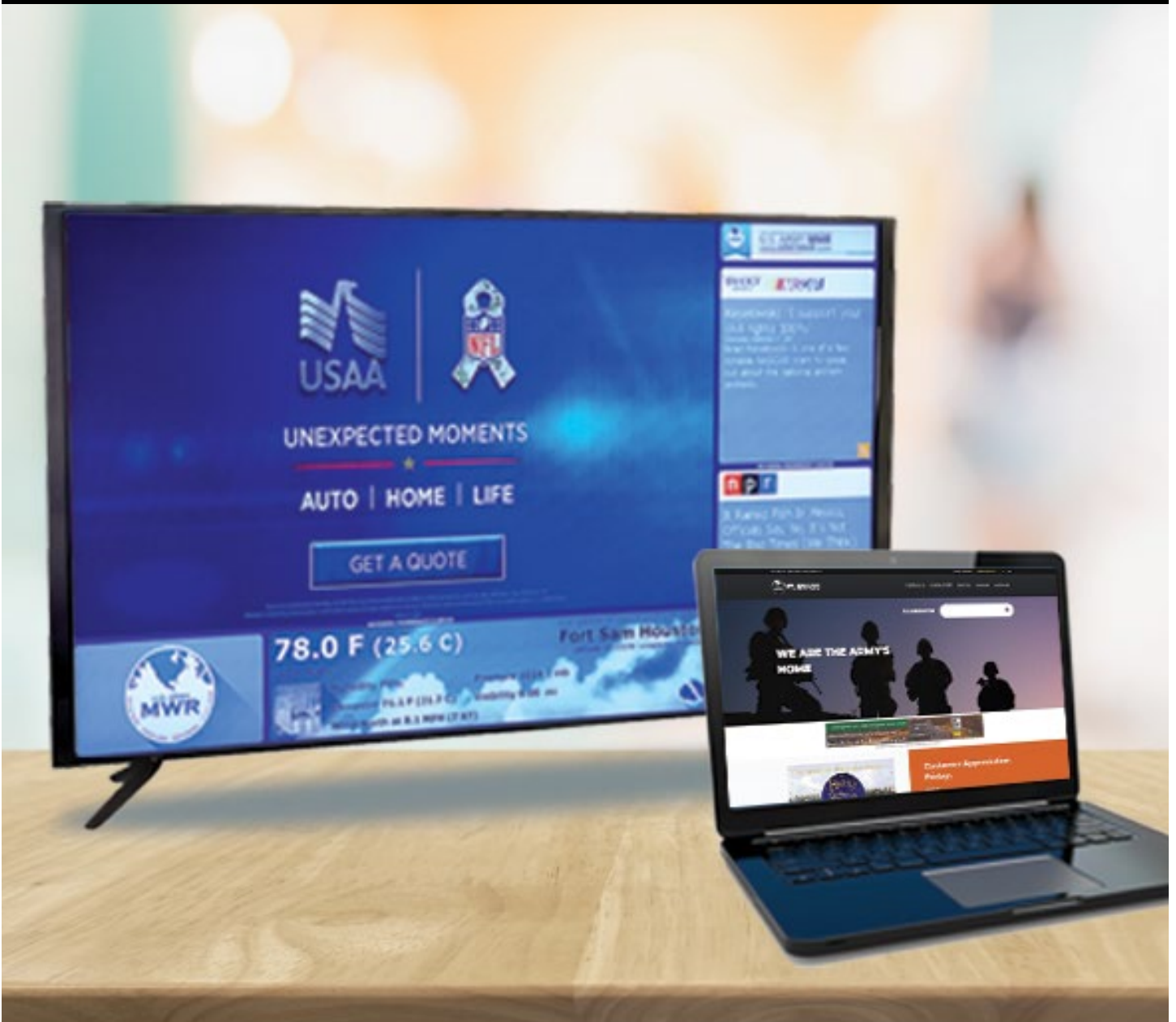


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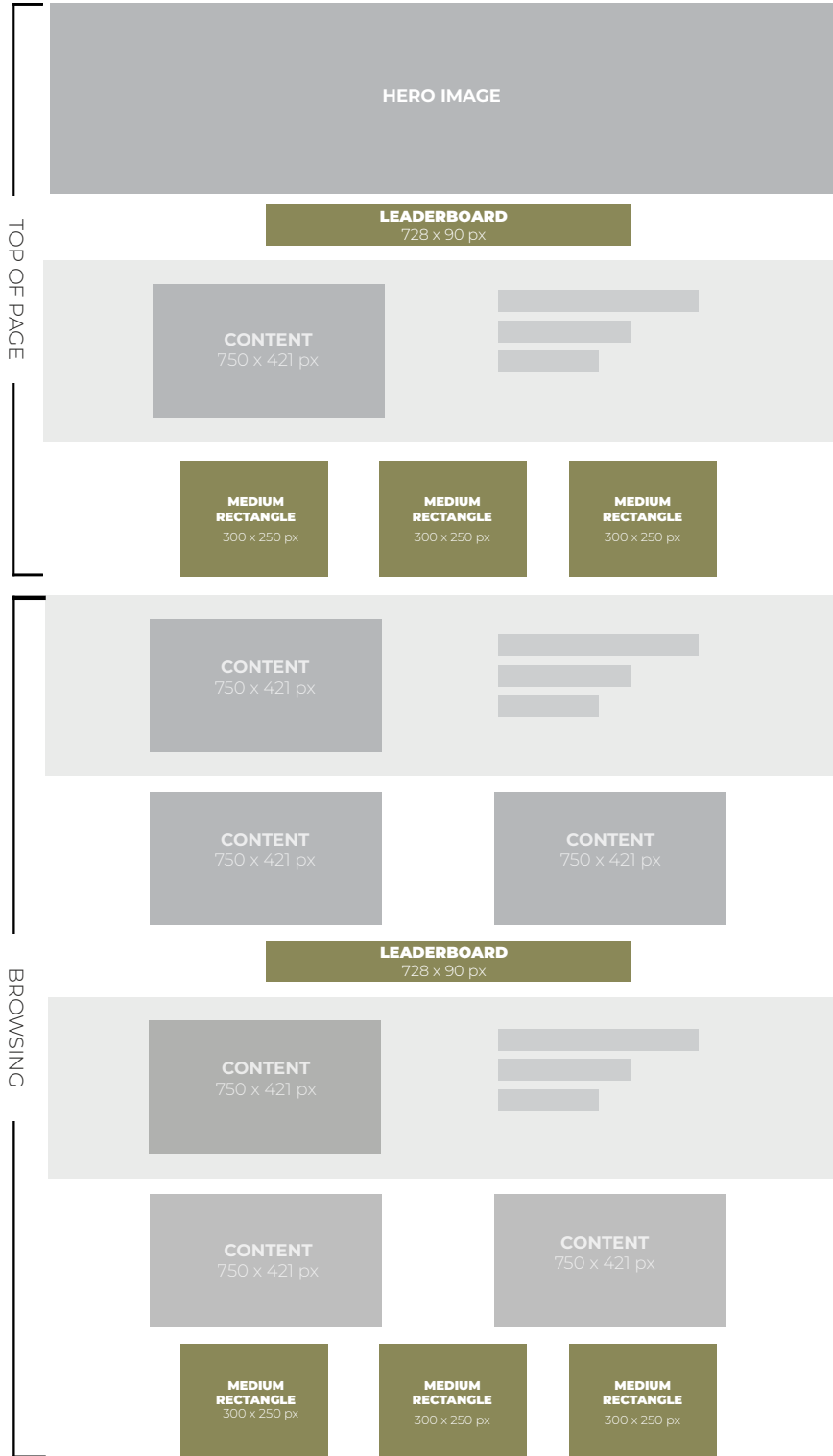
Army MWR Headquarters Website	
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Internal page Wireframe	2
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ARMY MWR HEADQUARTERS WEBSITE

ARMYMWR.COM

HOME PAGE



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

All dimensions are listed width x height

As more content loads on the page, more Browsing ad spaces will appear. Either 1 Leaderboard Ad OR 3 Medium Rectangle Ads will display. Ad types and quantities displayed per webpage may vary.

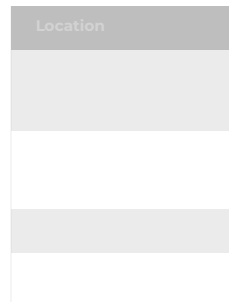
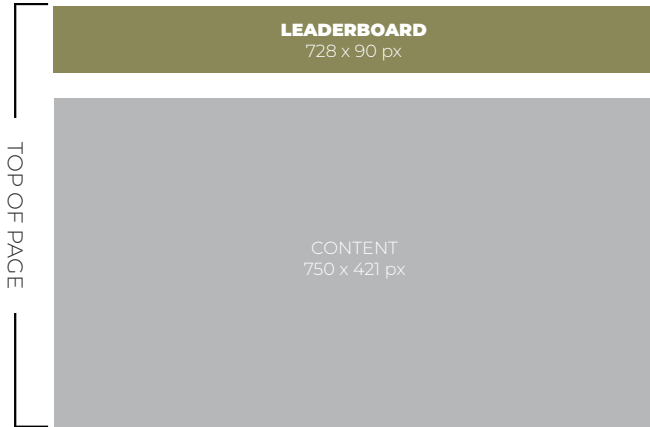


ARMY MWR HEADQUARTERS WEBSITE

ARMYMWR.COM

INTERNAL PAGE (i.e. Program, Category, Happenings or Calendar)

Below Navigation Bar



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

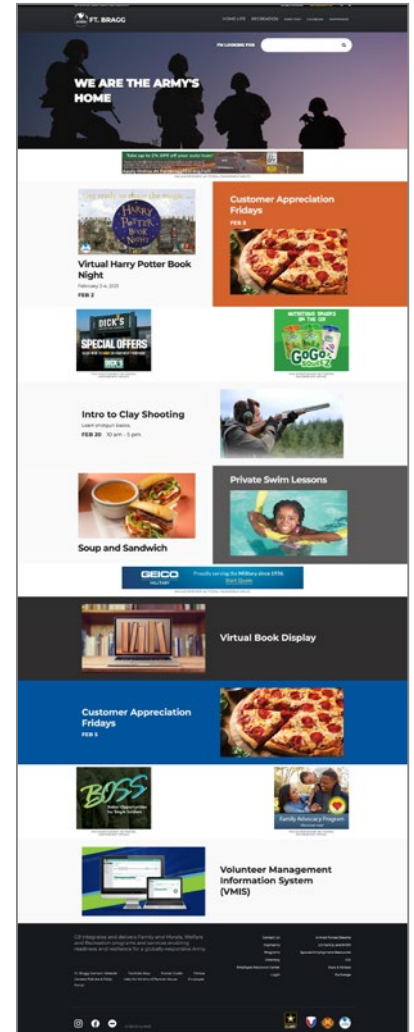
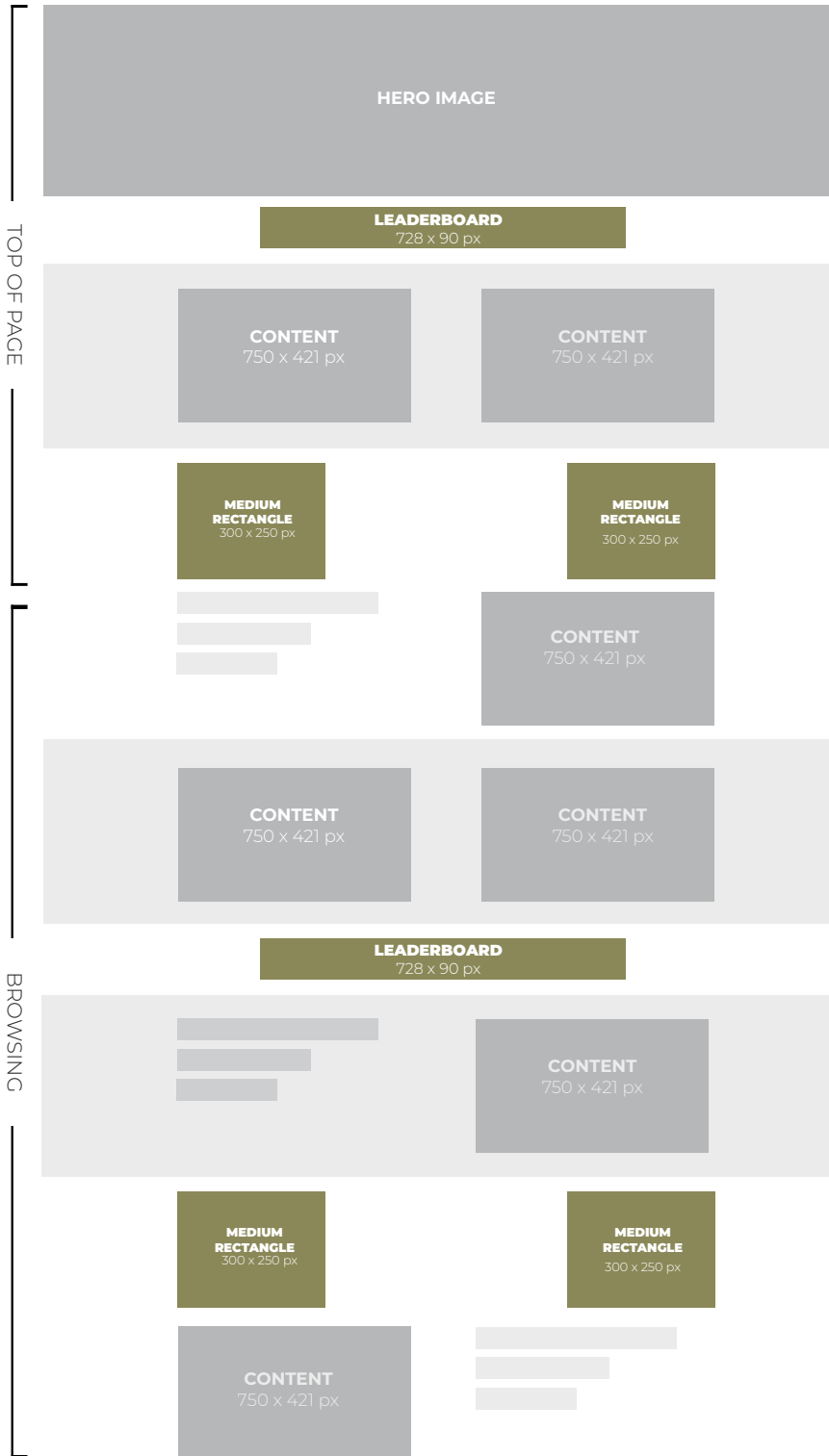
All dimensions are listed width x height



GARRISON WEBSITE

HOME PAGE

EX: BRAGG.ARMYMWR.COM



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

All dimensions are listed width x height

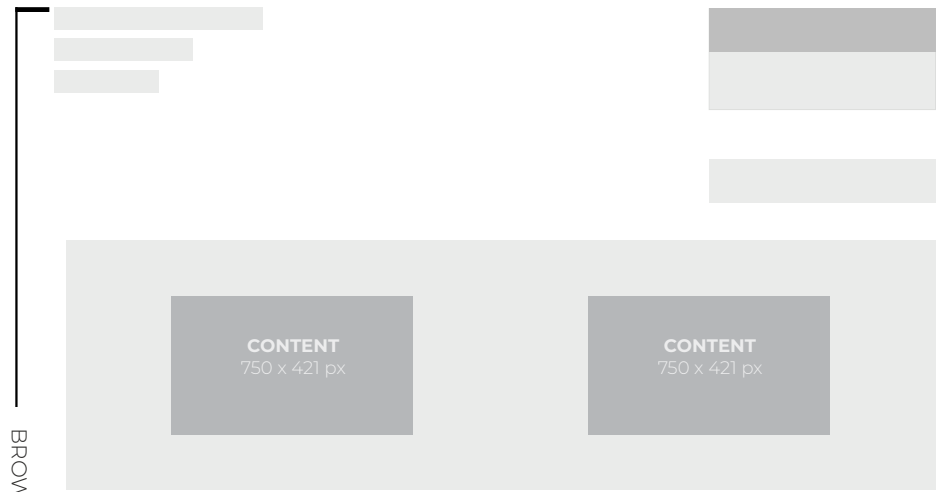
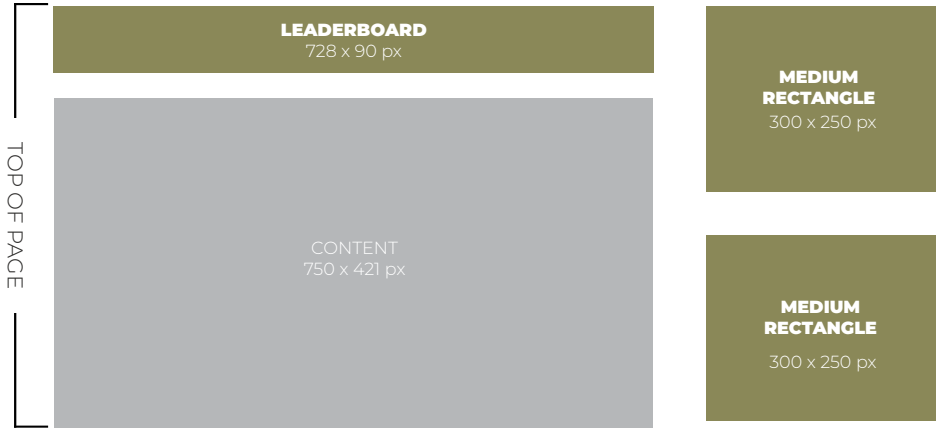


GARRISON WEBSITE

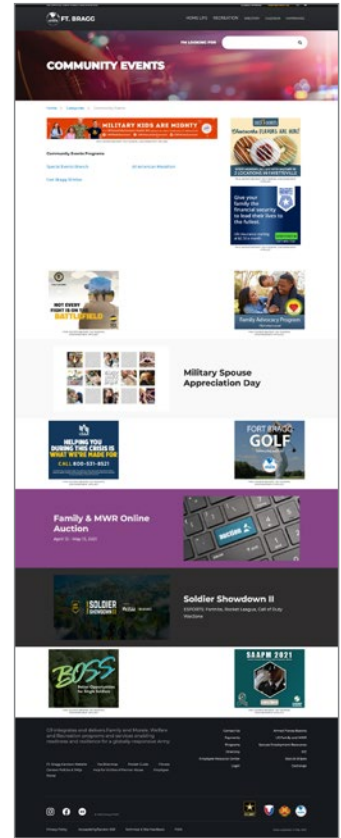
INTERNAL PAGE (i.e. Program, Category, Happenings or Calendar)

EX: BRAGG.ARMYMWR.COM

Below Navigation Bar



Either 1 Leaderboard Ad OR 2 Medium Rectangle Ads will display in the Browsing area. Ad types and quantities displayed per webpage may vary.



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

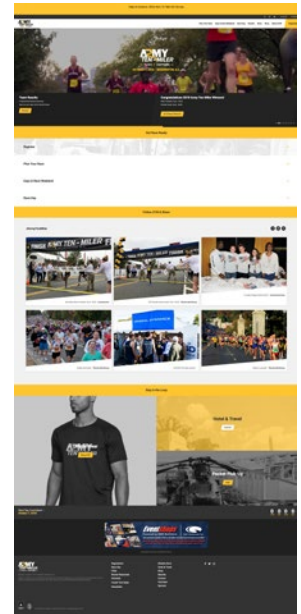
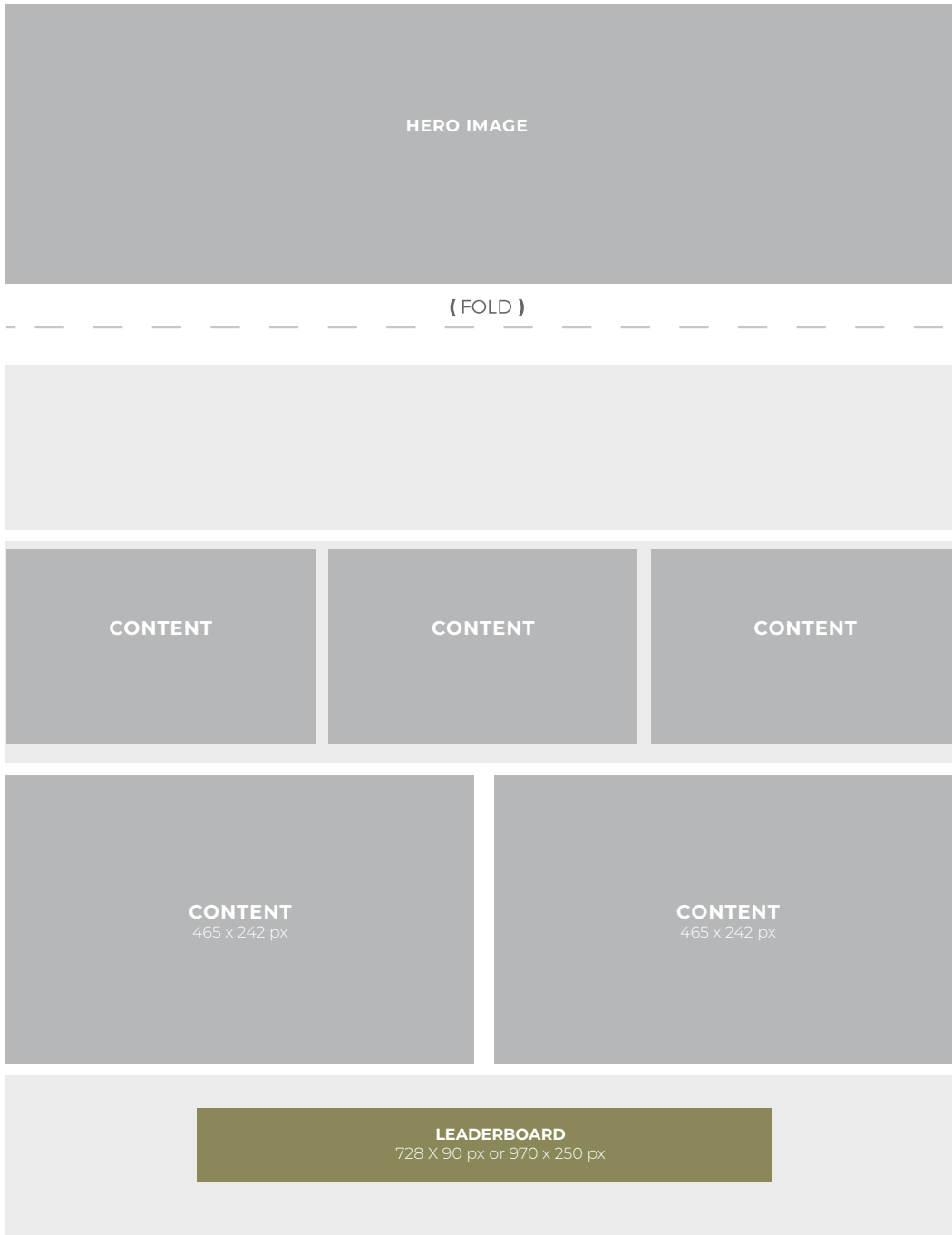
All dimensions are listed width x height



ARMY TEN-MILER WEBSITE

ARMYTENMILER.COM

HOME PAGE



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

All dimensions are listed width x height



ARMY TEN-MILER WEBSITE

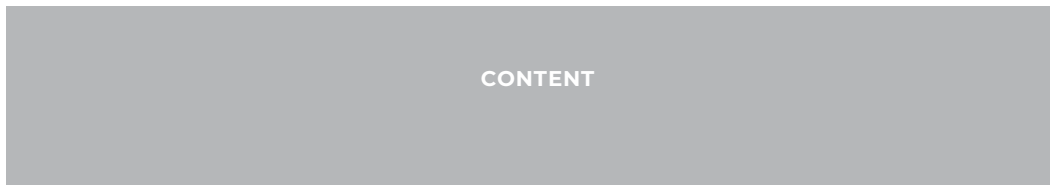
ARMYTENMILER.COM

INTERNAL PAGE



HERO IMAGE

(FOLD)



CONTENT



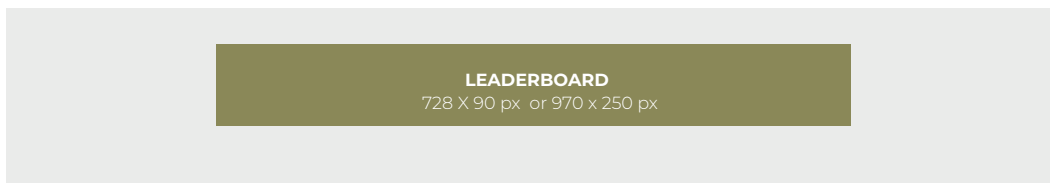
CUSTOM SIZE
480 x 250 px

CUSTOM SIZE
480 x 250 px

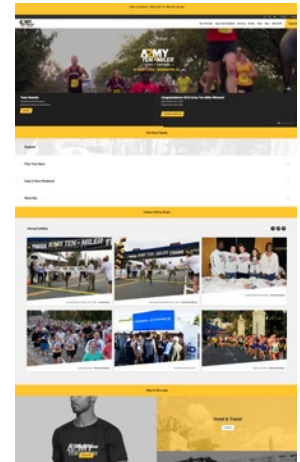


CONTENT
465 x 242 px

CONTENT
465 x 242 px



LEADERBOARD
728 X 90 px or 970 x 250 px



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

*All dimensions are
listed width x height*



WORLD CLASS ATHLETE PROGRAM WEBSITE

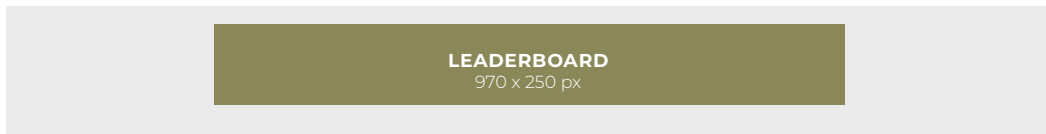
ARMYWCAP.COM

HOME PAGE

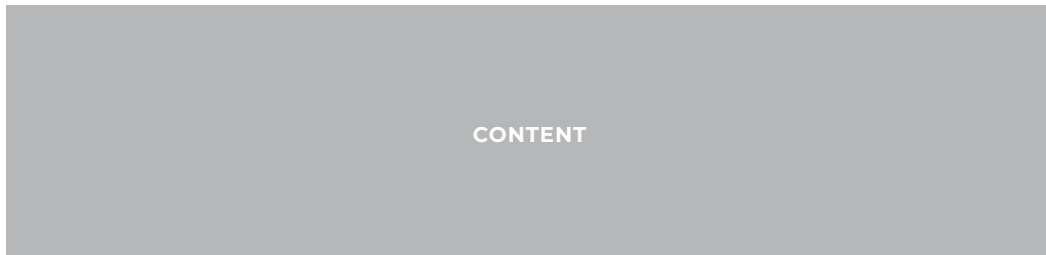


HERO IMAGE

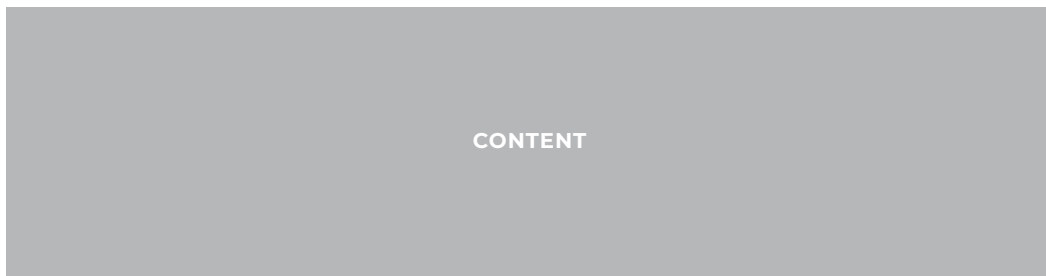
(FOLD)



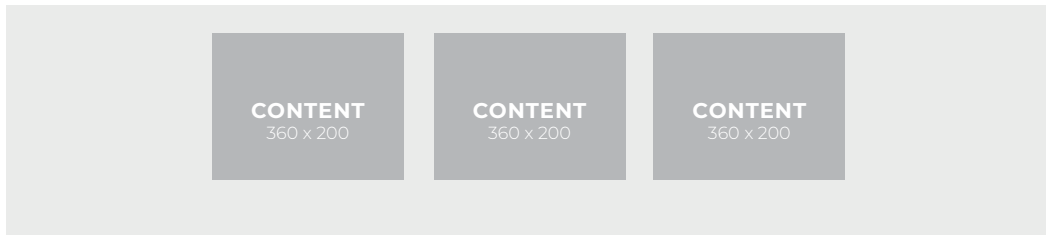
LEADERBOARD
970 x 250 px



CONTENT



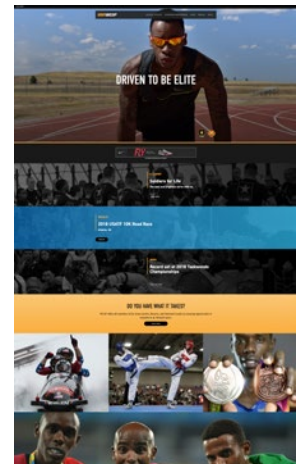
CONTENT



CONTENT
360 x 200

CONTENT
360 x 200

CONTENT
360 x 200



SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

*All dimensions are
listed width x height*



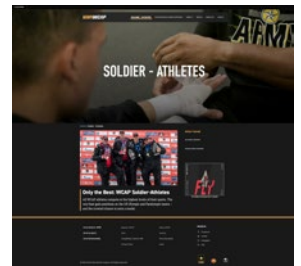
WORLD CLASS ATHLETE PROGRAM WEBSITE

ARMYWCAP.COM

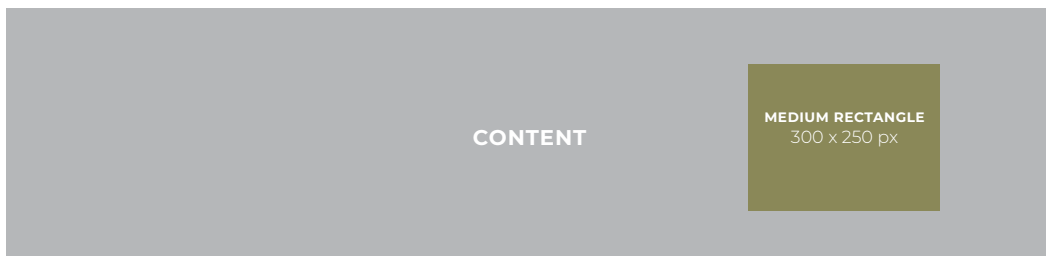
INTERNAL PAGE



HERO IMAGE

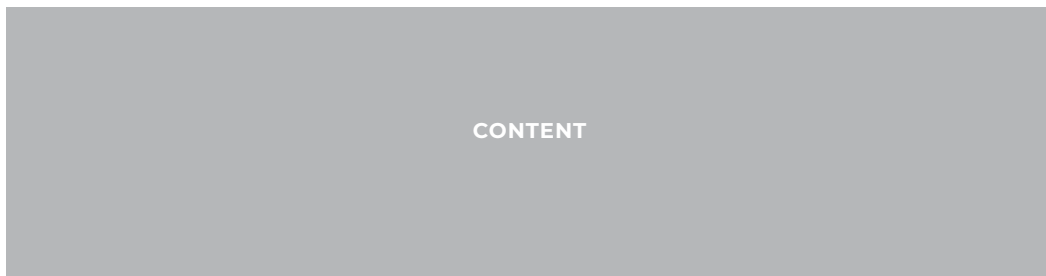


(FOLD)



CONTENT

MEDIUM RECTANGLE
300 x 250 px



CONTENT

SPECIFICATIONS:

FILE TYPES:

Static images
.jpg (preferred),
.png, .gif

MAX FILE SIZE:

100 kb

EXAMPLE FILE NAME:

ClientCampaign_
web_TOPLB

*All dimensions are
listed width x height*



INDOOR DIGITAL SIGNAGE

Buffer Space

Artwork



SPECIFICATIONS:

DIMENSIONS

1920 px x 1080 px

ASPECT RATIO

16:9

COLOR SPACE

RGB

VIDEO & MOTION GRAPHICS

.wmv (preferred), .avi
Max file size: 32 mb

STATIC IMAGES:

.jpg (preferred), .png, .gif
Max file size: 4.9 mb

EXAMPLE FILE NAME:

ClientCampaign_
DS Indoor_Benning_
1920x1080

All dimensions are listed width x height



OUTDOOR DIGITAL LED BILLBOARDS LIST

FORT BENNING
300 x 165
200 x 90
400 x 180
600 x 330

USAG BRUNSSUM
885 x 370

FORT CARSON
144 x 80

FORT DRUM
220 x 120

FORT GREELY
135 x 60
288 x 144

FORT HAMILTON
225 x 180
200 x 72
200 x 48

FORT HOOD
360 x 60
180 x 150

FORT HUACHUCA
200 x 90
220 x 90
160 x 75

FORT IRWIN
480 x 264

JBLM
288 x 144

FORT KNOX
300 x 165

FORT LEE
162 x 90

FORT MCOY
280 x 165
180 x 120
160 x 90

FORT POLK
288 x 144

PRESIDIO
160 x 60

FORT RUCKER
160 x 90
160 x 60

USAG HAWAII
264 x 88
220 x 66
695 x 210
350 x 103
460 x 190
580 x 155

USAG SEMBACH
256 x 128
288 x 144

FORT STEWART
432 x 144
1144 X 343
288 X 144

FORT WAINWRIGHT
578 x 288

SPECIFICATIONS:

DIMENSIONS:

Varies by location

COLOR SPACE:

RGB

FILE TYPES:

Static images
.jpg (preferred),
.png

MAX FILE SIZE:

4.9 mb

EXAMPLE FILE NAME:

ClientCampaign_
DS Outdoor_JBLM_
_288X144

All dimensions are listed width x height. Motion graphics not supported. Plays are 6 seconds.



OUTDOOR DIGITAL LED BILLBOARD EXAMPLE



Dimensions vary by location

DESIGN RECOMMENDATIONS

The best solution for outdoor billboards is to condense the information in one area. Be sure that the graphic/image and text are legible, attention grabbing and includes a good call to action.

Do not design on plain, white background.

Font

Minimum font size: 24 pt

San serif type face

Use no more than 2 fonts on the design

Text

Limit the amount of text used to no more than 4 lines of text, each with no more than 5 words

SPECIFICATIONS:

DIMENSIONS:

Varies by location

COLOR SPACE:

RGB

FILE TYPES:

Static images
.jpg (preferred),
.png

MAX FILE SIZE:

4.9 mb

EXAMPLE FILE NAME:

ClientCampaign_
DS Outdoor_JBLM
_288X144

All dimensions are listed width x height. Motion graphics not supported. Plays are 6 seconds.



SOCIAL MEDIA SPECIFICATIONS



TWITTER

- Twitter in-stream image size:** 1024 x 512 pixels (recommended)
- Minimum size:** 440 x 220 pixels
- Recommended aspect ratio:** 16:9
- Supported formats:** GIF, JPG, PNG
- Maximum file size:** 3 MB for photos, 5 MB for animated gifs

Tweets can be 280 Characters. A URL of any length will be counted as 23 characters, even if the link itself is less than 23 characters long. Your character count will reflect this.

You can use the following site to help you count your twitter characters <https://www.lettercount.com/>



FACEBOOK

- Facebook cover photo size:** 820 x 312 pixels (recommended)
- Display size smartphone:** 640 x 360 pixels
- Minimum size:** 400 x 150 pixels

- Facebook timeline photo size:**
- Recommended size:** 1200 x 630 pixels
- Minimum size:** 600 x 315 pixels
- Facebook character limit:** 63,206 characters



YOUTUBE

The maximum file size you can upload is 128GB or 12 hours, whichever is less.