



FORT BLISS

COMMERCIAL ADVERTISING

2024 RATE CARD

CORAL MUSY

*Commercial Sponsorship & Advertising Executive
Directorate of Fort Bliss Family & MWR*

JONATHAN HERMOSILLA

*Advertising Assistant
Directorate of Fort Bliss Family & MWR*

Touching the lives of Soldiers & their Families.

LOOK FOR THESE ICONS TO REACH YOUR ADVERTISING PREFERENCE



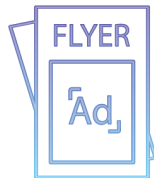
PUBLICATION



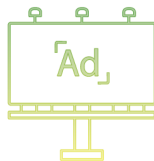
BANNER PLACEMENT



BROWLING MONTIORS



PREMIUM POSTER PLACEMENT



OUTDOOR MARQUEES



DIGITAL SCREENS

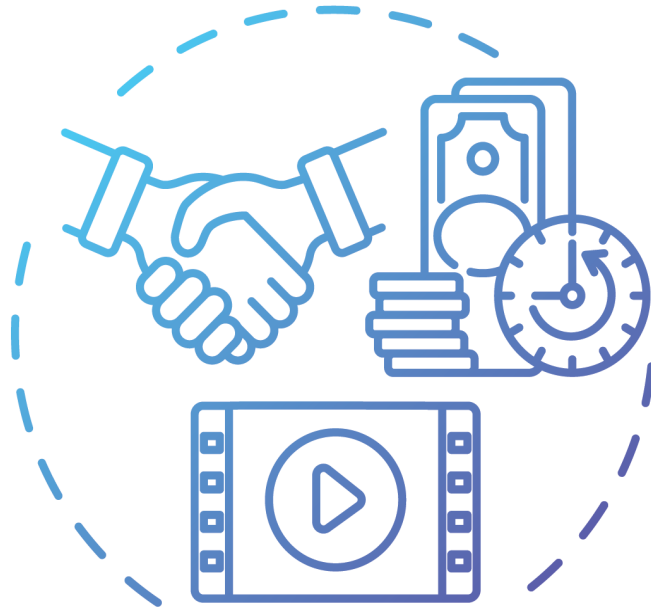


FORT BLISS MWR WEBSITE



VEHICLE PLACEMENT





****NOTICE****

The following disclaimer must be added to all print media upon submission:

“NO OFFICIAL U.S. ARMY ENDORSEMENT IS IMPLIED”

****Does not apply to Bliss NOW***

DISCLAIMER: Fort Bliss 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 Bliss Family and MWR reserves the right to reject advertising based on content not meeting traditional values.

[LEARN MORE](#)

2024 ADVERTISING OPPORTUNITIES

BLISSNOW BI-MONTHLY MAGAZINE

Magazine is the ONLY Fort Bliss publication. It highlights activities and seasonal events, encompassing the social and recreational life of the Fort Bliss and El Paso community.

Limited space available, first come, first served.

SPECIFICATIONS: All ads are printed in full color. High-resolution PDF files are preferred. Vector files may be accepted, providing that all images are embedded and file is converted to curves (paths, outlines). JPG and TIFF files can be accepted, only if sent in high resolution (minimum of 300 dpi).

IMPORTANT: All full, half, 2/3 vertical and 1/3 horizontal page ads have a 0.125" bleed around the edges - included with measurements.



CIRCULATION: 10,000 bi-monthly / 60,000 annually

DISTRIBUTION LOCATIONS:

Commissary, Freedom Crossing, William Beaumont Army Medical Center, multiple MWR facilities and mailed to residents in Fort Bliss Housing.

2024 SPACE RESERVATION & CAMERA READY GRAPHICS DUE:

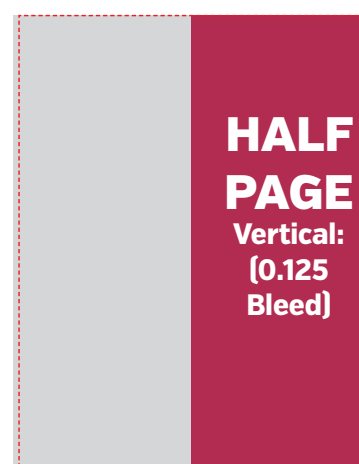
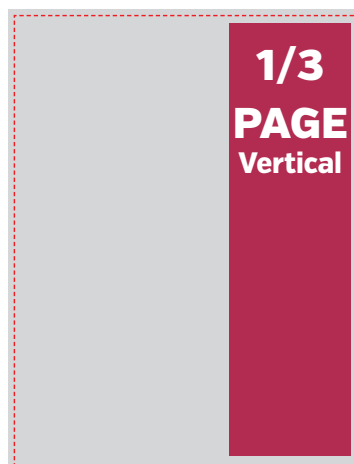
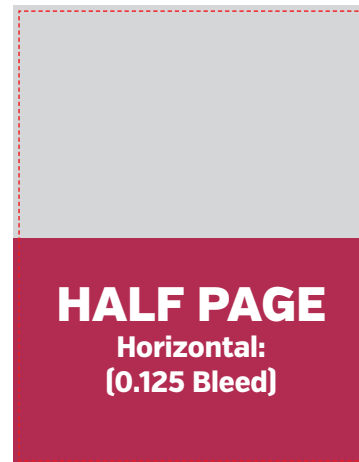
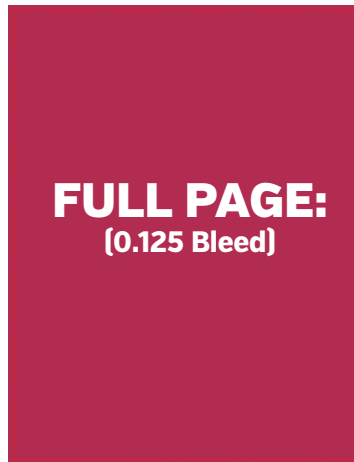
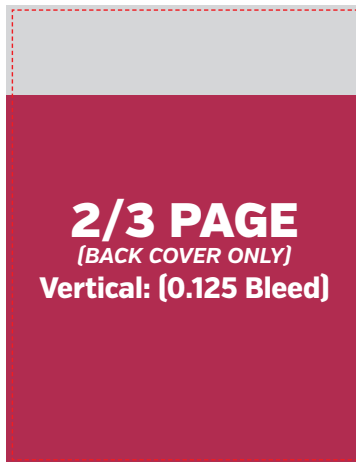
January - February	March- April	May-June
<i>December 8</i>	<i>February 8</i>	<i>April 8</i>
July-August	September-October	November-December
<i>June 7</i>	<i>August 8</i>	<i>October 8</i>

	Vertical	Horizontal	Per Issue
2/3 Page <i>Back Cover</i>	W: 8.75" H: 9.125"	N/A	\$1,600
Full Page <i>Inside Cover</i>	W: 8.75" H: 11.25"	N/A	\$2,000
Half Page	W: 4.319" H: 11.25"	W: 8.75" H: 5.576"	\$1,000
1/3 Page	W: 2.825" H: 11.25"	W: 8.75" H: 3.6261"	\$700

2/3 MONTH AGREEMENT
10% discount

4/6 MONTH AGREEMENT
15% discount

Red dash line below indicates 0.125 bleed.
0.125 Bleed is included in measurements provided above.



WALL CLING PLACEMENT

If you're looking for longevity, we offer numerous high-traffic locations throughout Fort Bliss allowing for maximum consumer exposure.

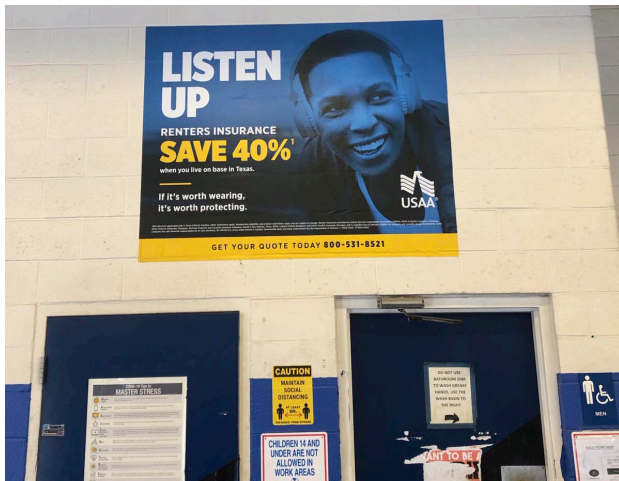
SPECIFICATIONS: All indoor and outdoor banners must be equipped with grommets for hanging. Outdoor banners must be weather resistant and equipped with wind slits. All advertising must include the FMWRC approved disclaimer: *"No official U.S. Army endorsement is implied."* Outdoor banners must be weather resistant and equipped with grommets for hanging and wind slits.

NOTICE: The Commercial Sponsorship and Advertising Department is not responsible for lost or damaged banners due to inclement weather.

	Milam & Biggs PFC, Aquatics Training Center, *Biggs Park, *Omar Bradley Sports Complex, and *Stout Track & Field Complex	Soldier Activity Center, Stout & Logan PFC	Soto PFC
1 Month	\$12 sq. ft.	\$16 sq. ft.	\$17 sq. ft.
6 Months	\$11 sq. ft.	\$14 sq. ft.	\$15 sq. ft.
12 Months	\$10 sq. ft.	\$12 sq. ft.	\$13 sq. ft.

In addition to fee, there is a professional print/install fee. Please inquire as pricing changes frequently.

****Outdoor banner available.****



PREMIUM POSTER PLACEMENT

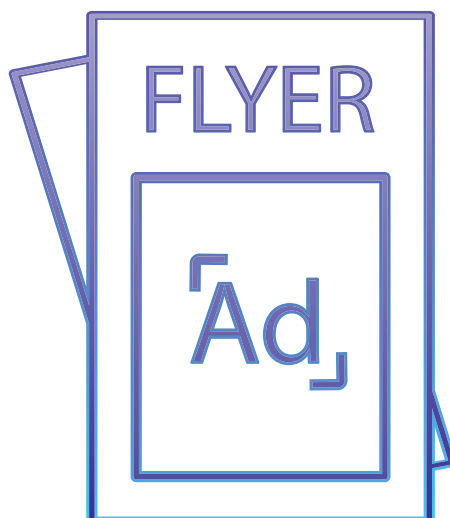
Premium poster advertising puts your information in just the right place. Our state-of-the-art facilities garner a large amount of foot traffic daily, by a wide-range demographic that includes Soldiers, Civilians and Family members of all ages.

PLACEMENT LOCATIONS

Stout PFC, Milam PFC, Biggs PFC, Aquatics Training Center, Tennis Club and Fitness Zone, Soldier Activity Center, Bowling Center, Centennial Banquet and Conference Center, Auto Crafts, Replica Aquatic Center, Soto PFC, Logan PFC and Monti Warrior Zone.

SPECIFICATIONS: 28in [Height] x 22in [Width] All advertising must include the FMWRC approved disclaimer: *“No official U.S. Army endorsement is implied.”*

	Soto/Logan PFC	All Others
1 Month	\$150	\$125
6 Months	\$800	\$650
12 Months	\$1,500	\$1,200



OUTDOOR MARQUEES

Full-color, double/triple-sided LED digital display at various locations on Fort Bliss: Cassidy Marquee located on the corner of Cassidy and Marshall Road [prime location], Buffalo Soldier Gate Marquee, Milam Marquee located across from the Milam Elementary School, Centennial Marquee can display your text/graphics and our largest outdoor display located at Constitution and Sergeant Major.

** Fort Bliss Family & MWR is not responsible for resizing or recreating your graphics. A fee will be applied for resizing and recreating.*

	Centennial	Milam	Buffalo Soldier	Cassidy	Constitution	Marquee Discount
1 Month	\$250	\$350	\$400	\$600	\$750	2ct.-15% off
6 Months	\$1,275	\$1,785	\$2,040	\$3,060	\$3,825	3/4ct.-20% off
12 Months	\$2,400	\$3,360	\$3,840	\$5,760	\$7,200	ALL-25% off

SPECIFICATIONS:

Cassidy: File Size: 96 [Height] x 288 [Width] Pixels
Centennial: File Size: 120 [Height] x 288 [Width] Pixels
Milam: File Size: 96 [Height] x 224 [Width] Pixels
Constitution: File Size: 120 [Height] x 416 [Width] Pixels
Buffalo Soldier: File Size: 96 [Height] x 288 [Width] Pixels

FILE TYPES:

Static: .png or .jpeg is recommended
Video/Motion: .wmv is recommended



UPDATED STATE OF THE ART OUTDOOR MARQUEES!

10mm Pixel outdoor marquees, strategically placed on the installation at the busiest intersections for maximum impressions.

VEHICLE PLACEMENT

If more bang for your buck is what you're after, put your automobiles on display at one of our high-traffic facilities.

Vehicle upkeep (washing, detailing, etc.) is required and the responsibility of the dealership.

Details regarding logistics and certain guidelines will apply.



	Centennial <i>per month</i>	Stout PFC <i>per month</i>	Soto PFC <i>per month</i>
1 Vehicle	\$750	\$750	\$1,000
Each Additional	\$250	\$250	\$350

FORT BLISS MWR WEBSITE

An ad on the MWR Website is a direct link to your website from ours, immediately connecting our visitors to your website. Your ad will be visible throughout the entire website which receives an average of 350,000 impressions per month. It is linked throughout the Army and the world.

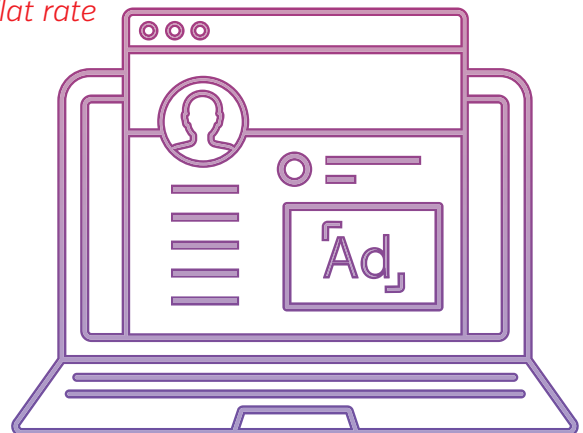
Tile Size: 300 [Width] x 250 [Height] Pixels

Banner Size: 728 [Width] x 90 [Height] Pixels

File Type: JPEG, PNG, PDF or GIF

We will be converting to CPM rates soon, lock in the flat rate while it is still available.

	Tile	Banner
1 Month	\$500	\$400
6 Months	\$2,100	\$1,500
12 Months	\$4,100	\$2,900



www.bliss.armymwr.com

DIGITAL SCREENS

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 alone you can expect your advertisement to be seen by thousands of patrons daily.

SIGN LOCATIONS: **24 LOCATIONS!**

Soto and Stout PFCs, East Bliss Mini Mall, Mickelsen Community Library, Underwood Golf Complex, Freedom Crossing food court, Centennial Banquet and Conference Center, Soldier Activity Center, Rod & Gun Club, Aquatics Training Center, MWR Headquarters, Monti Warrior Zone and 8+ new locations.



Display Area: 40"- 50"

Size: 1920 [Width] x 1080 [Height] Pixels

File Type: JPEG or PNG

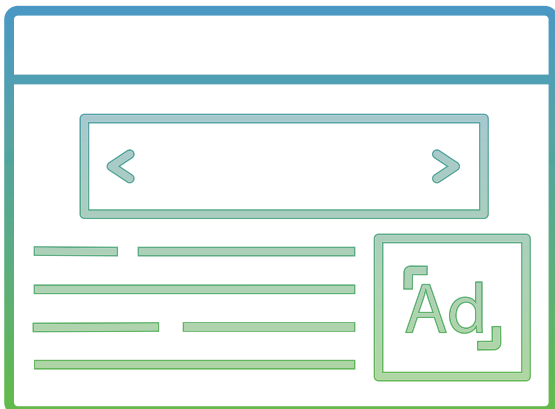
Color Space: RGB

Video File Type: .wmv only, no audio, up to 30 sec max., 2500 mbps

	1 Month	6 Months	12 Months
All Monitors	\$650	\$2,700	\$4,800

BOWLING MONITORS

Your ad is above it all at Desert Strike Lanes. This 52-lane mega-bowling center is equipped with fifty-two flat-panel monitors. Your advertisements rotate on the monitors that are not in play, providing coverage across the entire bowling center.



SIGN LOCATIONS

Desert Strike Lanes, 2494 Ricker Road

Display Area: 42"

Size: 1920 [Width] x 1080 [Height] Pixels

File Type: JPEG, PNG or PDF

	1 Month	6 Months	12 Months
All Monitors	\$500	\$1,000	\$1,800

UNDERWOOD GOLF COMPLEX

Fort Bliss is home to two 18 hole courses, Sunset and Sunrise, at Underwood Golf Complex. Set at the base of the Franklin Mountains, these courses are a favorite among Soldiers, Civilians, Retirees, and youth. Underwood hosts quarterly Garrison Commander Scrambles, Night Golf Scrambles, Member Appreciation Night, adult and youth clinics, club championships, invitationals and more! Numerous advertising opportunities are available to reach those golfers at Underwood who average over 50,000 rounds of golf played each year.

Tee marker advertising includes a 12" x 12" plaque and a 30 second video that plays on the GPS systems located in all of Underwood Golf Complex golf carts.

VIDEO FILE SPECS:

File type: .WMV

Encoder: WMV1, WMV2 or WMV3

Duration: up to 30 seconds

Resolution: No larger than 720 pixels wide x 422 pixels tall

Frame rate: 15 FPS

Bit Rate: 1000 kbps or less

Audio Encoder: WMA8

Channel: 1 [mono]

Bit rate: 64kbps or less

	Quantity Available	Price
Tee Markers and GPS	36	\$4,000 for 1 year <i>Additional discount for renewal</i>



**“Fort Bliss is El Paso,
El Paso is Fort Bliss”**

U.S. ARMY
MWR
FORT BLISS
BLISS.ARMYMWR.COM

Bldg.12, Pershing Road | Fort Bliss, Texas 79916 | 915.568.6078
coral.i.musy.naf@army.mil | jonathan.e.hermosilla.naf@army.mil