

TOUCHING THE LIVES OF SOLDIERS AND THEIR FAMILIES

FORT BLISS COMMERCIAL ADVERTISING 2020 RATE CARD

Marlo Brestar

Commercial Sponsorship and Advertising Coordinator
Directorate of Family and MWR

Aneta Veedmont

Advertising Assistant
Directorate of Family and MWR



2020 ADVERTISING OPPORTUNITIES



BLISSNOW MAGAZINE

BlissNow Magazine is a free, full-color, 60 page quarterly publication. It highlights activities and seasonal events, encompassing the social and recreational life of the Fort Bliss and El Paso community.

	2/3 Page, Back Cover	Full Page, Inside Cover	Full Page	Half Page	1/3 Page	1/4 Page	1/8 Page	1/2 Page Prime
Size: Vertical	W: 8.625" H: 9.125"	W: 8.625" H: 11.25"	W: 8.625" H: 11.25"	W: 4.319" H: 11.25"	W: 2.537" H: 10.328"	W: 3.861" H: 5.101"	N/A	N/A
Size: Horizontal	N/A	N/A	N/A	W: 8.625" H: 5.576"	W: 8.625" H: 3.391"	W: 8.625" H: 2.512"	W: 3.861" H: 2.375"	W: 8.625" H: 5.576"
Per Issue	\$2,200	\$2,500	\$2,100	\$1,300	\$900	\$800	\$400	\$1,725
Yearly	\$7,500	\$9,000	\$7,500	\$4,400	\$2,900	\$2,500	\$1,200	\$5,950

2020 Space Reservation & Camera Ready Graphics Due:

Spring Issue	Summer Issue	Fall Issue	Winter Issue
APR, MAY, JUN	JUL, AUG, SEP	OCT, NOV, DEC	JAN, FEB, MAR
FEB 10	MAY 11	AUG 10	NOV 9

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, 1/3 and 1/4 horizontal page ads have a 0.125" bleed around the edges (it is included with measurements above).

Circulation: 35,000 quarterly / 140,000 annually

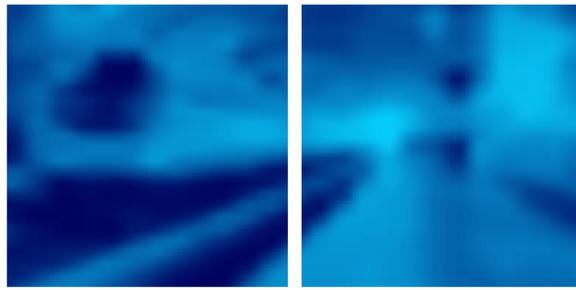
DISTRIBUTION LOCATIONS

BlissNow Magazine is mailed to ALL Fort Bliss homes and distributed to the Fort Bliss Commissary and PX, Fort Bliss Lodging, Welcome Center, William Beaumont Army Medical Center, and Freedom Crossing PX. Additional locations added quarterly.

FULL PAGE: (0.125 Bleed)	HALF PAGE Horizontal: (0.125 Bleed)	HALF PAGE Vertical: (0.125 Bleed)	1/3 PAGE Vertical	1/4 PAGE Vertical
2/3 PAGE (BACK COVER ONLY) Vertical: (0.125 Bleed)	1/3 PAGE Horizontal: (0.125 Bleed) (CANNOT BE USED ON CALENDAR PAGES)			1/8 PAGE Horizontal
				1/4 PAGE Horizontal: (0.125 Bleed) (CALENDAR PAGES AD)

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.

2020 ADVERTISING OPPORTUNITIES



BANNER PLACEMENT



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

	1 Month	3 Months	6 Months	9 Months	12 Months
Milam & Biggs PFC, Aquatics Training Center, *Biggs Park, *Omar Bradley Sports Complex, & *Stout Track & Field Complex	\$200	\$500	\$900	\$1,300	\$1,700
Soldier Activity Center, Stout & Logan PFC	\$250	\$650	\$1,200	\$1,750	\$2,300
Soto PFC	\$300	\$800	\$1,500	\$2,200	\$2,900

For the duration of the contract, advertisers are only authorized one (1) exchange of graphics. Additional changes will incur a \$50 handling fee.

* Outdoor locations

Specifications: 3ft (Height) x 6ft (Width). 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".

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

PREMIUM POSTER PLACEMENT



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

	1 Month	3 Months	6 Months	9 Months	12 Months
Soto/Logan PFC	\$125	\$350	\$650	\$950	\$1,250
All Others	\$100	\$275	\$500	\$725	\$950

For the duration of the contract, advertisers are only authorized one (1) exchange of graphics. Additional changes will incur a \$50 handling fee.

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 and Logan PFC

Specifications: 28in (Height) x 22in (Width) All advertising must include the FMWRC approved disclaimer: "No official U.S. Army endorsement is implied".

OUTDOOR MARQUEES



A full-color, double-sided LED digital display at various locations on Fort Bliss: Cassidy Marquee located on the corner of Cassidy and Marshall Rd. (prime location), Buffalo Soldier Gate Marquee, Milam Marquee located across from the Milam Elementary School, and the Centennial Marquee can display your text/graphics.

	1 month	3 months	6 months	9 months	12 months
Cassidy	\$400	\$600	\$1,000	\$1,600	\$2,000
Buffalo Soldier	\$200	\$400	\$700	\$1,000	\$1,300
Centennial	\$150	\$300	\$500	\$700	\$900
All Marquees	\$600	\$1,100	\$2,000	\$2,900	\$3,400

Specifications:

Centennial: File Size: 256 (Width) x 128 (Height) Pixels - File Type: JPEG or PNG, 60kb or less

Cassidy: File Size: 144 (Width) x 48 (Height) Pixels - File Type: .bmp, if unable to send .bmp file, we can accept .pdf file at the correct size to convert to .bmp.

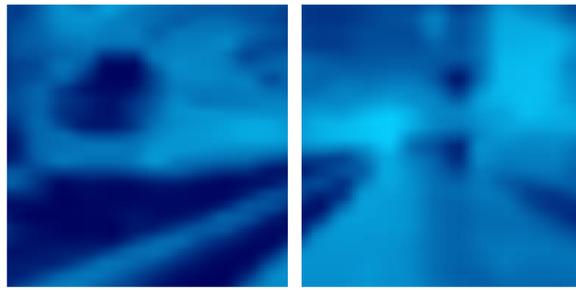
Buffalo Soldier: File Size: 112 (Width) x 48 (Height) Pixels - File Type: .bmp, if unable to send .bmp file, we can accept .pdf file at the correct size to convert to .bmp

*Less is more approach is best and text must be large, bold and contrasting to be effective.

*Fort Bliss Family & MWR is not responsible for resizing or recreating your graphics.

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.

2020 ADVERTISING OPPORTUNITIES



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.

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

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

Details regarding logistics and certain guidelines will apply.



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 hundreds to thousands of patrons on a daily basis.

	1 Month	3 Months	6 Months	9 Months	12 Months
All Monitors	\$500	\$1,000	\$1,800	\$2,300	\$3,000

SIGN LOCATIONS

Soto PFC, Stout PFC, 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, Bldg. 251 Automation, MWR Headquarters, MWR Marketing and Warrior Zone

Display Area: 40" - 48"

Size: 1280 (Width) x 720 (Height) Pixels

File Type: JPEG or PNG

Color Space: RGB

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



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.

	1 Month	3 Months	6 Months	9 Months	12 Months
All Monitors	\$200	\$400	\$700	\$1000	\$1,400

SIGN LOCATIONS

Desert Strike Lanes, 2494 Ricker Road

Display Area: 42"

Size: 1280 (Width) x 720 (Height) Pixels

File Type: JPEG, PNG or PDF



FAMILY & MWR WEBSITE

An ad on the MWR Website is a site link to your website from ours, directly connecting our visitors to your website. Your ad will be visible throughout the entire website which receives an average of 300,000 visitors per year. It is linked throughout the Army and the world.

	1 Month	3 Months	6 Months	9 Months	12 Months
Tile	\$300	\$700	\$1,300	\$1900	\$2500
Banner	\$250	\$550	\$1000	\$1450	\$1900

Tile Size: 300 (Width) x 250 (Height) Pixels

Banner Size: 728 (Width) x 90 (Height) Pixels

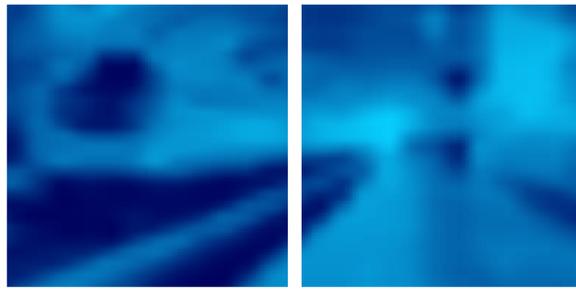
File Type: JPEG, PNG, PDF or GIF

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

www.bliss.armymwr.com

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.

2020 ADVERTISING OPPORTUNITIES



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.



	Quantity Available	Price
Tee Markers and GPS	36	\$4,000 for 1 year, additional discount for renewal

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

***NOTICE: The following disclaimer must be added to all print media upon submission: "No official U.S. Army endorsement is implied".**

**U.S. ARMY
MWR
FORT BLISS**

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.