

FORT BLISS

COMMERCIAL ADVERTISING

2022 RATE CARD

MARLO BRESTAR
Commercial Sponsorship & Advertising Coordinator
Directorate of Fort Bliss Family & MWR

Touching the lives of Soldiers & their Families.



LOOK FOR THESE ICONS TO REACH YOUR ADVERTISING PREFERENCE



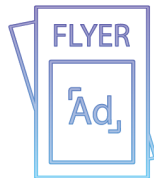
PUBLICATION



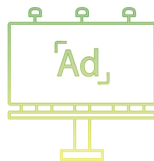
BANNER PLACEMENT



BOWLING MONTIORS



PREMIUM POSTER PLACEMENT



OUTDOOR MARQUEES



DIGITAL SCREENS

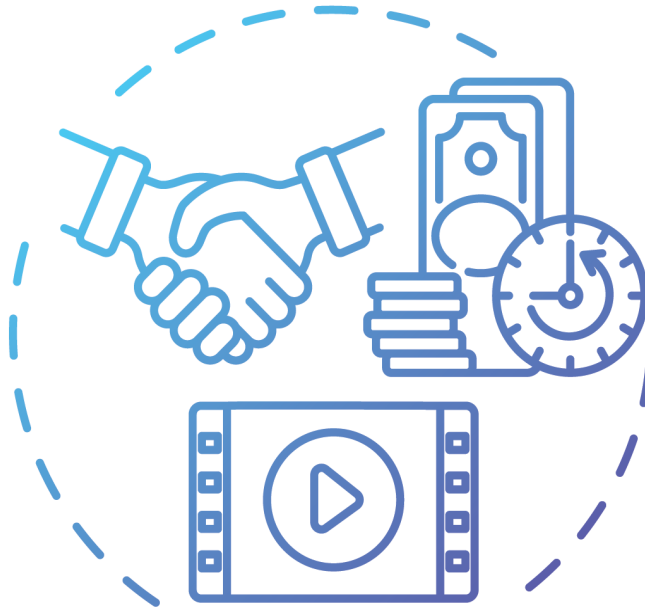


FORT BLISS MWR WEBSITE



VEHICLE PLACEMENT





****NOTICE****

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

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

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](#)

2022 ADVERTISING OPPORTUNITIES

BLISSNOW MAGAZINE

BlissNow 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.

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.



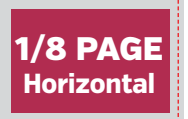
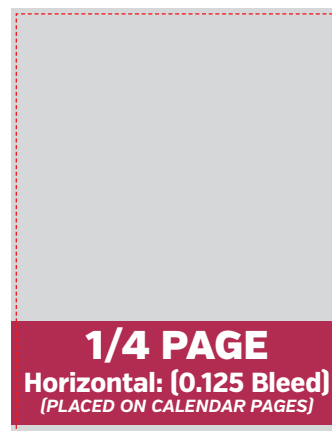
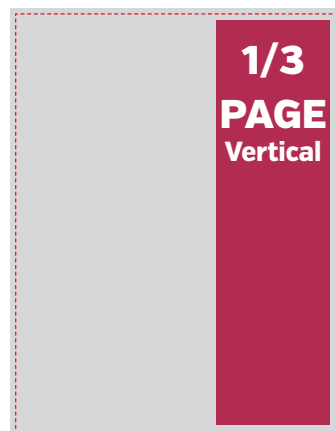
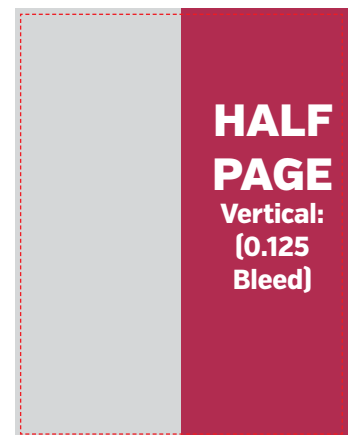
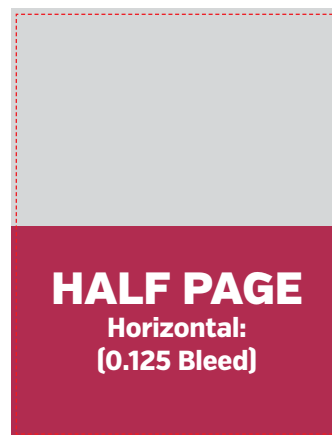
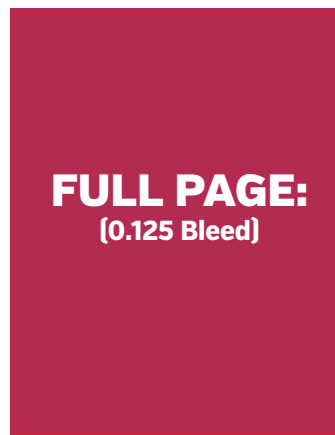
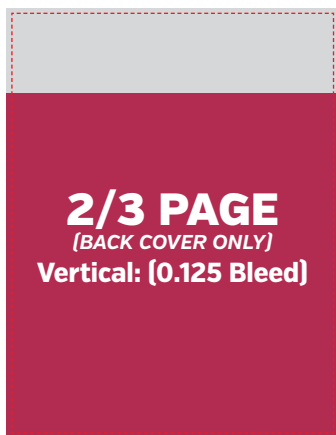
2022 SPACE RESERVATION & CAMERA READY GRAPHICS DUE:

Spring Issue	Summer Issue	Fall Issue	Winter Issue
APR, MAY, JUN	JUL, AUG, SEP	OCT, NOV, DEC	JAN, FEB, MAR
FEB 18	MAY 20	AUG 19	NOV 18

	Vertical	Horizontal	Per Issue	Yearly
2/3 Page <i>Back Cover</i>	W: 8.75" H: 9.125"	N/A	\$2,200	\$7,500
Full Page <i>Inside Cover</i>	W: 8.75" H: 11.25"	N/A	\$2,500	\$9,000
Full Page	W: 8.75" H: 11.25"	N/A	\$2,100	\$7,500
Half Page	W: 4.319" H: 11.25"	W: 8.75" H: 5.576"	\$1,300	\$4,400
1/3 Page	W: 2.537" H: 10.328"	W: 8.75" H: 3.391"	\$900	\$2,900
1/4 Page	W: 3.861" H: 5.101"	W: 8.75" H: 2.512"	\$800	\$2,500
1/8 Page	N/A	W: 3.861" H: 2.375"	\$400	\$1,200

****Red dash line below indicates 0.125 bleed.****

0.125 Bleed is included in measurements provided above.



BANNER PLACEMENT

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

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.

** Outdoor locations*

	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	\$200	\$250	\$300
3 Months	\$500	\$650	\$800
6 Months	\$900	\$1,200	\$1,500
9 Months	\$1,300	\$1,750	\$2,200
12 Months	\$1,700	\$2,300	\$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.



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.

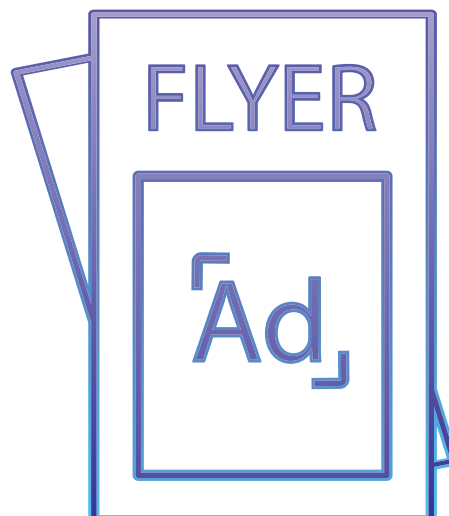
PLACEMENT LOCATIONS

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."*

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

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



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.

SPECIFICATIONS:

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

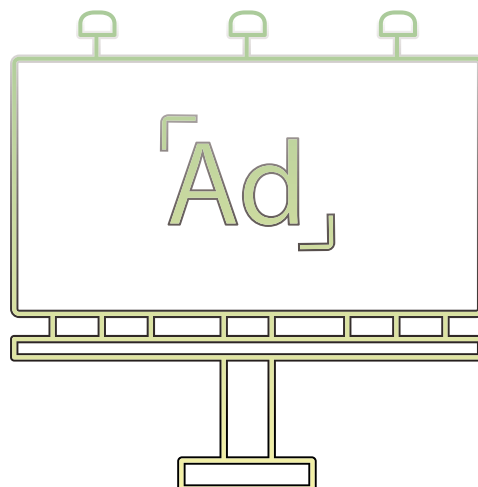
Cassidy: File Size: 144 [Width] x 48 [Height] Pixels - File Type: .bmp, if unable to send .bmp file, we can accept .pdf file at the correct size to convert to .bmp.

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

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

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

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



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 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 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	\$400	\$350
3 Months	\$800	\$650
6 Months	\$1,400	\$1,100
9 Months	\$2,000	\$1,550
12 Months	\$2,600	\$2,000



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 hundreds to thousands of patrons on a daily basis.

SIGN 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, 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



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

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.

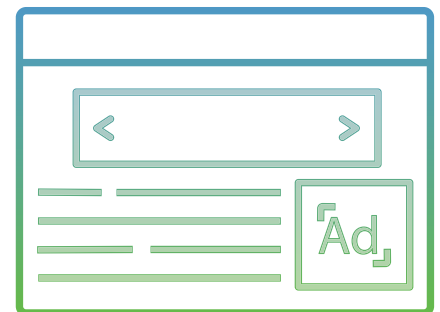
SIGN LOCATIONS

Desert Strike Lanes, 2494 Ricker Road

Display Area: 42"

Size: 1280 [Width] x 720 [Height] Pixels

File Type: JPEG, PNG or PDF



	1 Month	3 Months	6 Months	9 Months	12 Months
All Monitors	\$300	\$500	\$800	\$1,200	\$1,600

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>



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