

FY25 Advertising Rates



		<u>DIGITAL ADVERTISING</u>	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
MWR WEBSITE	BIG BOARD 300 x 250 pixels		\$300	\$855	\$1,620	\$3,060
	TOP BIG BOARD 300 x 250 pixels		\$450	\$1,285	\$2,430	\$4,590
	LEADER BOARD 728 x 90 pixels		\$350	\$1,000	\$1,890	\$3,570
	TOP LEADER BOARD 728 x 90 pixels		\$500	\$1,425	\$2,700	\$5,100
MWR SOCIAL MEDIA	HUMPHREYS MWR FACEBOOK & INSTAGRAM PAGE	\$100 PER POST				
MWR MONITORS	PREMIUM (MAUDE HALL & LODGE) DIGITAL KIOSK PER LOCATION 1,920 X 1,080 pixels		\$400	\$1,200	\$2,400	\$4,800
	DIGITAL KIOSK PER LOCATION 1,920 X 1,080 pixels		\$250	\$750	\$1,450	\$2,850
	HUMPHREYS BOWLING LANES MONITORS STATIC DISPLAY (48) 1,920 X 1,080 pixels <i>*Customized package upon request</i>		\$500	\$1,400	\$2,700	\$5,100
		<u>PRINT ADVERTISING</u>	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
MWR OUTDOOR / INDOOR	DOWNTOWN PLAZA OUTDOOR PREMIUM LOCATION BANNER		\$800	\$2,100	\$4,000	Tier Sponsorship exclusive
	OUTDOOR BANNER LOCATION		\$650	\$1,800	\$3,500	\$6,500
	ATHLETIC BALL FIELD SIGNS		\$900	\$2,500	\$4,800	\$9,000
	STAND-UP BANNER (X-BANNER)		\$550	\$1,560	\$2,970	\$5,600

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FAMILY AND MWR INDOOR ADS	WINDOW CLING 8.5 x 11 inches		N/A	\$700	\$1,400	N/A
	POSTERS 24" x 36"		\$250	\$700	\$1,300	\$2,500
	INDOOR BROCHURE DISPLAY *8 pages or less		\$200	\$550	\$1,000	N/A

		<u>SPONSORSHIP PACKAGE</u>	1 YEAR	1 YEAR Cost per item
RIVER BEND GOLF COURSE	Entire Course Hole Sponsorship		<p>\$20,500 includes:</p> <ul style="list-style-type: none"> • Custom designed hole sign with Corporate Logo on each hole "Sponsored by" • Leaderboard Top Position Advertisement on the MWR Website • 6 months banner in the Lobby of the RBGC Clubhouse • Certificate of Appreciation 	\$1,139
	Entire Driving Range Sponsorship		<p>\$23,500 Includes:</p> <ul style="list-style-type: none"> • Framed wall logo on the outside of the driving range facing the Parking Lot (14' x 14') • Each stall has the corporate logo "Sponsored by" • Sponsor Logo on TV Screens when not in use • Certificate of Appreciation 	\$490
	Golf Car Fleet Sponsorship		<p>\$4,490</p> <ul style="list-style-type: none"> • 80 golf cars with Logo on each side of the body • Beverage Cart with Logo on each side of the body • Sponsorship Signage at the Cart Barn • Certificate of Appreciation 	\$56 Per Cart/yr

	SPONSORSHIP PACKAGE	1 YEAR	1 YEAR Cost per item
RIVER BEND GOLF COURSE	Individual Hole Sponsorship if no Overall Sponsorship	N/A	\$1,200
	Driving Range Stalls each if no Overall Sponsorship	N/A	\$500 Per Stall
	Scored Sponsorship	\$3,000	N/A
	Short Course Sponsorship	\$1,500 Includes: • Custom hole sign with Corporate Logo on each hole "Sponsored by"	\$250 Per Hole
	Golf Bench Sponsorship (ALL)	\$9,450	\$630 Per Bench
	Golf Course Vehicle Wrapped (Truck, Van) Sponsorship	\$8,000	\$8,000 Per Vehicle

ADVERTISEMENT INFORMATION

BANNERS

- Includes banner printing and hanging from advertiser-provided, camera-ready artwork.
- Display area is 157.48 x 31.49 inches; actual banner size is 165.35 x 31.49 inches with no holes/grommets.
- The organization will provide the artwork and FAMILY AND MWR Marketing will print the first banner.
- \$50 banner reprinting cost will be charged if banner is destroyed by wind, rain or other weather elements or damaged or defaced in any way.
- Organization must provide camera-ready artwork to Marketing 3 weeks prior to banner display.
- Banner(s) must include disclaimer: Paid advertising. Appearance of commercial advertising is in no way an endorsement of the products or services by USAG Humphreys or the U.S. Army.

FACILITY ADVERTISEMENTS

- \$50 (per print) banner printing charge additional from the camera-ready artwork provided by advertiser.
- Printed flyers and posters must be provided by the advertiser.
- Ads must include disclaimer: Paid advertising. No Federal Endorsement Implied.
- Graphics: \$50 an hour (minimum 1 hour charge) for Ad design unless submitted design meets requirements and needs no corrections.

ATHLETIC FIELDS: Includes sign printing and hanging from advertiser-provided, camera-ready artwork.

LED DIGITAL KIOSKS: Ad must include disclaimer: Paid advertising. No Federal Endorsement Implied.

HUMPHREYS FAMILY AND MWR SOCIAL MEDIA PAGES: Advertiser must provide the texts and either JPG file or link to be posted at least 7 days prior to the post. Post sharing is limited to once a week.



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Humphreys.ArmyMWR.com/Advertising