

# 2019 Advertising Opportunities

Fort George G. Meade, Maryland



PROUDLY SERVING: ARMY ★ MARINE CORPS ★ NAVY ★ AIR FORCE ★ COAST GUARD



# ***Together, we are stronger!***

*The Strength of the Nation is built upon the  
readiness and resilience of every member of the  
premier All-Volunteer Force;  
every Service Member, Civilian, and Family member.*

## **FORT GEORGE G. MEADE**

- ★ *The largest employer in the State of Maryland*
- ★ *One of the largest workforces on an Army Installation in the United States*
- ★ *A unique Army Installation supporting all five branches of the U. S. Military Services*

### **DEMOGRAPHICS:**

*Active/Reserve Military & Families: 38,988*

*Military Retirees & Families: 62,703*

*Civilian Employees & Families: 41,190*

### **POTENTIAL**

**ADVERTISING REACH:**

**143,881**

# SPONSORSHIP vs. ADVERTISING

*How to reach Fort George G. Meade!*

## SPONSORSHIP

*Face to face contact with our Community!*

Sponsorship provides a means of broadening your competitive edge by making your company more visible to the Military community through supporting events.

*Logo on printed media  
Physical presence at an event  
"One on one" interaction  
Showcase products/services  
Public recognition*

## ADVERTISING

*Get recognized! Get leads!*

Your product or service will receive thousands of impressions over an extended period of time.

*Website advertising  
Banners inside and outside facilities  
Television monitors  
Electronic marquees  
Door wraps & Decals  
And several other opportunities*

# Website Advertising

*The Family and MWR website is one of the few digital means on Fort George G. Meade that allows commercial advertising.*



*The Fort Meade Family and MWR website includes over forty facilities, activities, programs, and events.*

**Website views per month: 47,000**

**Leaderboard:**

Four Ads Slots, 728x90 pixel @ 72 dpi, 80 KB

**Sidebar 1:**

Eight Ad Slots, 300x250 pixel @ 72 dpi, 80 KB

**Sidebar 2:**

Eight Ad Slots, 300x250 pixel @ 72 dpi, 80 KB

**Bottom 1, 2, 3:**

Ten Ad Slots per, 180 x 150 pixel @ 72 dpi, 80 KB

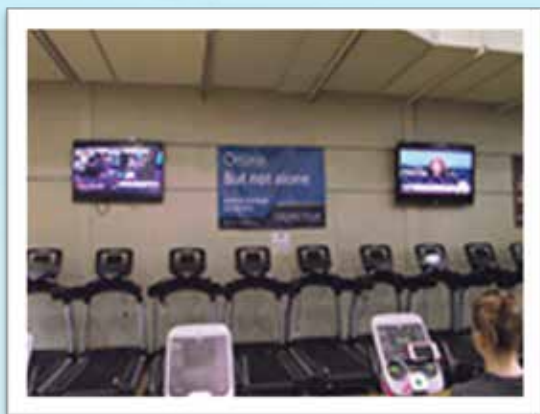
Advertising	1 year	6 mo.	3 mo.
Leaderboard	\$ 3,000	\$ 2,000	\$ 1,500
Sidebar 1	\$ 2,000	\$ 1,500	\$ 1,000
Sidebar 2	\$ 2,000	\$ 1,500	\$ 1,000
Bottom 1, 2, 3	\$ 1,000	\$ 700	\$ 500

*Ads change each time a page is refreshed.*

## Get recognized! Spread Information!

*We want to help you get the most out of your advertising dollars.  
Spread your name and brand inside Fort Meade's MWR facilities.*

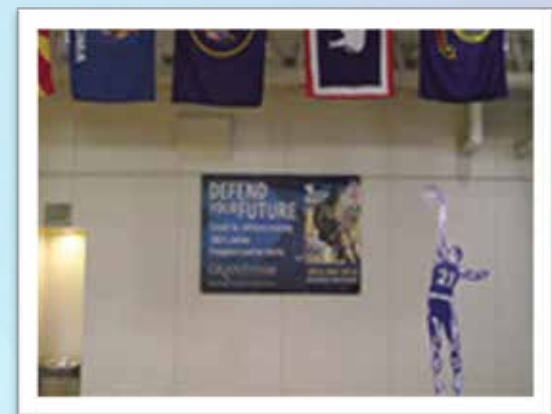
Advertising Type	Locations	Monthly Patronage	1 year	6 months	NOTE:
Banner Size 4' x 6'	Gaffney Fitness Center	35,000+	\$ 2,000	\$ 1,250	Advertiser Provides final artwork
Banner Size 4' x 6'	Murphy Field House	13,000+	\$ 1000	\$ 750	Advertiser Provides final artwork
Banner or Sign	Other Facilities	Varies	\$ 500 to \$ 1,000	\$ 250 to \$ 500	Advertiser Provides final artwork
Door Wrap	Gaffney Fitness Center	35,000+	\$ 3,000	\$ 2,000	Advertiser Provides final artwork



Gaffney Fitness Center banner



Gaffney Fitness Center door wrap



Murphy Field House banner

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Advertising Type	Locations	Monthly Patronage	1 year	6 months	3 months
Front Counter Decal <i>Advertiser provides final artwork</i>	Various facilities	Varies	\$ 1,000 to \$ 4,000	\$ 750 to \$ 2500	
131" x 47" Masking Unit <i>Advertiser provides final artwork</i>	The Lanes Fort Meade	4,500+	\$ 3,000	\$ 1,800	
Thirty-six Monitors	The Lanes Fort Meade	4,500+	\$ 2,000	\$ 1,250	\$ 750



The Lanes - Overhead monitors



Gaffney Fitness Center - Counter wrap



The Lanes - Masking unit

## Get Leads! Reach our Community!

*Spread your name and brand on the outside of Fort George G. Meade's MWR facilities.*

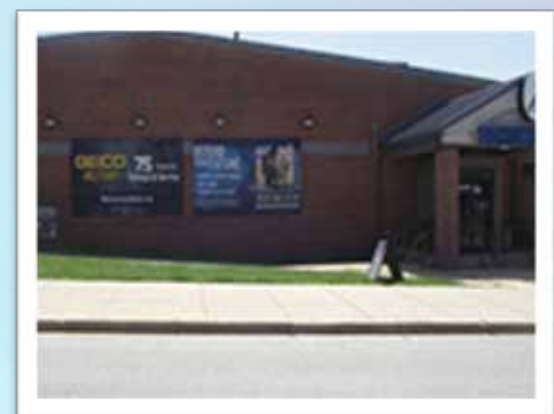
Advertising Type	Advertising Locations	Monthly Visibility	1 year	6 months	3 months
9' x 20' Banner <i>Advertiser provides final artwork</i>	The Lanes Fort Meade, Exterior Wall	45,000	\$ 10,000	\$ 5,000	
Lighted Static Sign <i>A two year agreement required</i>	Town Centre	45,000	\$ 8,000		
Lamp Pole Banners <i>Advertiser provides final artwork</i>	Gaffney Fitness Center	35,000+	\$ 3,000		



*Town Centre - Marquee & static sign*



*Gaffney Fitness Center - Walkway banners*



*The Lanes - Exterior banners*

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*Spread your name and brand on the outside of Fort George G. Meade's MWR facilities.*

Advertising Type	Advertising Locations	Monthly Visibility	1 year	6 months	3 months
Electronic Marquees 30 second ad, rotating a minimum 150 times per day	Four Electronic marquees <i>Locations: Town Centre entrance, Llewellyn Ave &amp; MD #175, and at Mapes Road &amp; MD #32.</i>	100,000	\$ 3,000	\$ 1,700	\$ 1,000
Promotional site at the Town Centre	The Lanes Fort Meade <i>Located between the bowling facility and the Commissary</i>	\$ 250 per weekend <i>*Advertiser must bring their own tent, tables and chairs.</i>			



Mapes Road/MD #32 - Electronic marquee



Town Centre/The Lanes - Promotional site



MD Route #175 - Electronic marquee

## Sponsorship Opportunities

*This is a sampling of the major events and activities held by Morale, Welfare, and Recreation on Fort George G. Meade! This does not include monthly Right Arm Nights or many other events such as; Comedy Nights, Murder Mystery Dinners, Community Yard Sales, and other specialty events.*



### January

- Fitness Resolution Day

### February

- Super Bowl Party
- Push/Pull Competition

### March

- St. Patrick's Fun Run

### April

- Month of the Military Child Celebration
- Run Series: Earth Day 5K

### May

- Armed Forces Day Bowling
- Run Series: Run to Honor 5K
- Annual Mother & Son Ball

### June

- Run Series: Army Birthday 5K

### July

- Red, White, and Blue Celebration

### August

- Push/Pull Competition

### October

- Annual Father & Daughter Ball
- Run Series: Ghost, Ghouls & Goblins 5K
- Oktoberfest

### November

- Annual Army Navy Flag Football Game
- Run Series: Turkey Trot 5K

### December

- U.S. Army Field Band Holiday Concert
- New Year's Eve Parties at The Lanes

Contact us today!

## ***CUSTOMIZE!***

*We can create a unique sponsorship or advertising opportunity that fits your business and needs. Sponsoring and advertising with Family and Morale, Welfare and Recreation is a rewarding experience for both your business and the Fort Meade Community.*



**Fort Meade Family and MWR  
Sponsorship & Advertising Coordinator:**  
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