



Fort Leonard Wood

Family and Morale, Welfare, & Recreation

Advertising Guide

FY 24: October 1, 2023 – September 30, 2024

LET'S WORK TOGETHER!

Contact

Nia Dickinson

Marketing Manager

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Welcome to Fort Leonard Wood, Missouri

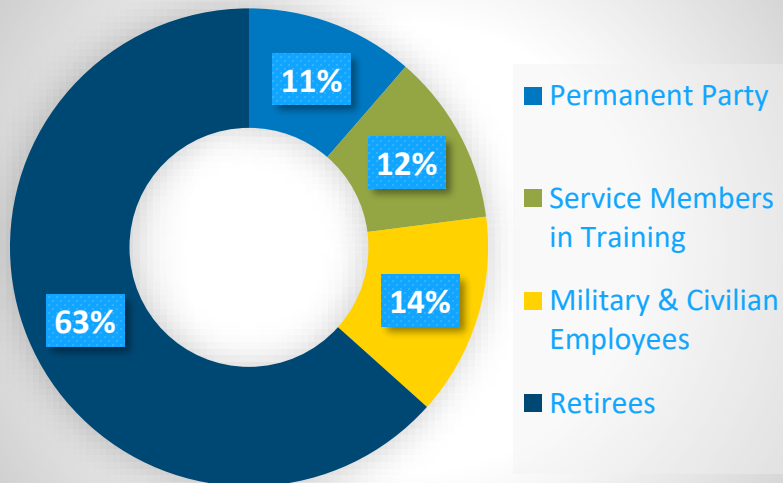
OUR COMMUNITY....

HAS TIME FOR LEISURE: Service Members earn 30 vacation days a year.

HAS MONEY TO SPEND: Service Members typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.

IS SMART: Service Members have access to the G.I. Bill, providing them and their families opportunities for further education.

IS LOYAL: *64% of Service Members find brands more meaningful when they see their ads on an installation.



*Percentages are a daily average
Source: 2023 Fact Sheet

Fort Leonard Wood supports 186,000+ people - cadre and staff, civilians, trainees, retirees, and family members - each day. Fort Leonard Wood is the Army Training Center with the second highest Basic Combat Training load. Hosting and training the largest Marine Corps Detachment on an Army base and the largest Air Force Squadron on an Army base. Fort Leonard Wood strives to inspire and develop leaders across multiple branches of the military.

How does Family and MWR support the mission?

By offering resources, recreational outlets, and activities, we promote resiliency and stability in an ever-evolving atmosphere that the military is.

How would the joined forces of Family and MWR and your organization benefit the Fort Leonard Wood Community?

Joining forces benefits the Fort Leonard Wood Community from increased attractions at events, additional resources and activities, and boost in morale while you gain exposure to the diverse community of the Fort Leonard Wood military affiliated. Watch a video at youtu.be/Sj_aWx2svbg



How are you and your organization benefited?

Nobody knows how to immerse your brand within the U.S. Army market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help your brand develop meaningful and long-lasting relationships with the military and consumer market.

By advertising and/or sponsoring with Family and MWR, your organization gains a front row seat to a motivated and eager audience who wants to know more about Fort Leonard Wood and what the community offers.

HOW CAN WE WORK TOGETHER?



Sponsorship and/or advertisement does not imply federal endorsement.

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Social Media Giveaways | Program Sponsorship | Event Sponsorship | Advertisement | Social Media Giveaways

Program Sponsorship | Event Sponsorship | Advertisement

Program Sponsorship | Event Sponsorship | Advertisement | Social Media Giveaways | Program Sponsorship | Event Sponsorship | Advertisement

Social Media Giveaways | Program Sponsorship



ADVERTISING

with
Family and MWR

Market your brand's products or services to the Fort Leonard Wood Community through events, promotions, ad campaigns, and more! Advertising with us allows you to build your brand presence to an exclusive audience.

We offer an array of customizable advertising packages for measurable return on your investment.

Contact us today to start building your custom advertising package!

Nia Dickinson, Marketing Manager

(573) 337-2649 or niakoreen.m.dickinson.naf@army.mil

WINDOW CLINGS

ADVERTISING

Advertise with this showstopper of a presence at the entrance of our facilities.



Window Clings	6 months	12 months
Davidson Fitness Center – Entrance windows	\$2000	\$3600
Davidson Fitness Center – Bottom pool windows	\$1800	\$3200
Specker Gym – Entrance windows	\$2400	\$4200



WEBSITE ADVERTISING

The **Fort Leonard Wood Community** – military and civilians – relies on our website for information for each MWR facility, upcoming events details and registration, general inquiries, links and information for valuable resources, and more.

Advertise with us on leonardwood.armymwr.com for an average of 50,000 views per month! Your advertisement can include a link directly to YOUR web page, linking customers directly to **YOU**.



Scan QR code to visit
leonardwood.armymwr.com



Leaderboard Ad – 720 x 90 pixels

**Large Title Ad
300 x 250 pixels**

**\$400 / 1 month
\$975 / 3 months
\$1500 / 6 months
\$2400 / 12 months**

**\$350 / 1 month
\$900 / 3 months
\$1350 / 6 months
\$2100 / 12 months**



SOCIAL MEDIA ADVERTISING OPPORTUNITIES

SOCIAL MEDIA REACH: 20,000+

Single Post Rate	\$150
3 Posts Rate	\$400
6 Posts Rate	\$750
12 Posts Rate	\$1300



Facebook

Fort Leonard Wood MWR



Instagram

@FLWMWR

With over 20,000 total followers and a consistent 50,000+ reach in FY 2023, get your ad instantly to our followers!

Effortlessly connect with the Fort Leonard Wood Community by advertising your campaign through our channels. By associating your ad with a social media giveaway, you easily grab the attention of our followers. Giveaways can be a thoughtful gift basket, tickets to local events, and/or other creative avenues. These giveaway items count towards your payment, which is also known as in-kind payment.

Let's chat more about how we can get your social media ad in the schedule!

Call Nia Dickinson, Marketing Manager at (573) 337-2649 or Niakoreen.m.dickinson.naf@army.mil





PRINT ADVERTISING

Sometimes referred to as “The Blue Book” because of its standard and recognizable cover, “Experience MWR Magazine” is produced in-house by the Fort Leonard Wood Marketing Department.

With 7,000+ copies made annually, this publication highlights the social and recreational activities planned especially for our Fort Leonard Wood Community. It is free and located at every MWR Facility, distributed directly to consumers at Newcomer briefings, Leadership Courses, and more!

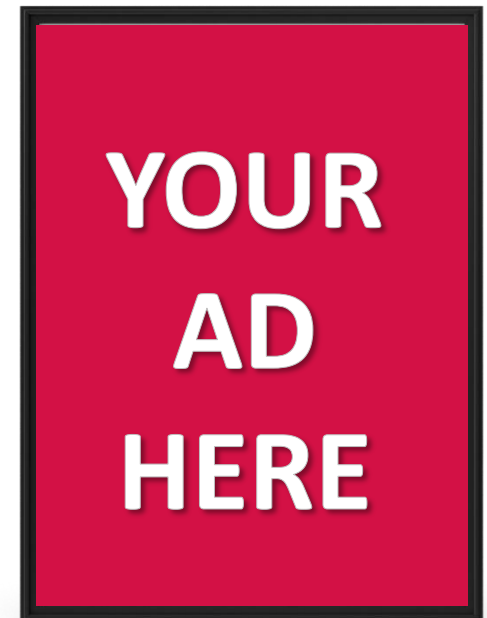
Include your ad in this sought after resource through one of the following ad placements.



Experience MWR Magazine	3 months	6 months	12 months
Center Page	\$1050	\$1950	\$3600
Inside Cover	\$600	\$1050	\$1800
Full Page	\$300	\$540	\$960
Half Page	\$175	\$330	\$600
Quarter Page	\$150	\$275	\$500

With some of the most trafficked facilities on the installation, place your ad in one or more these hot spots.

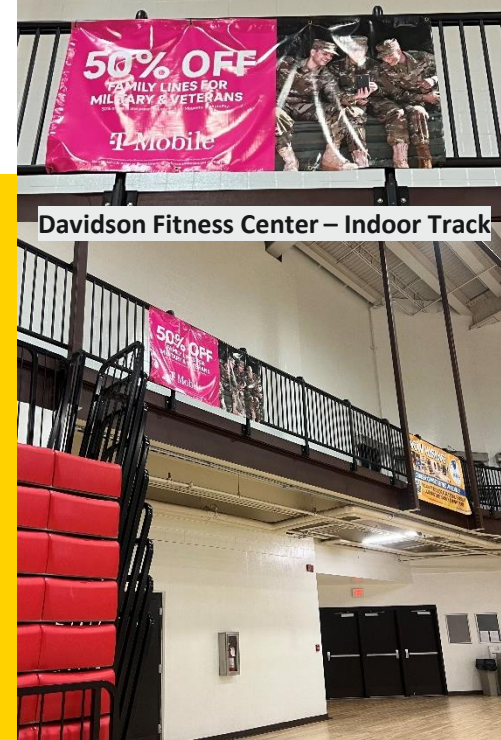
Poster (22" x 28")	3 months	6 months	12 months
Auto Skills Center – Front desk area	\$150	\$275	\$500
BOSS Corner – Meeting area	\$225	\$375	\$600
Bruce C. Clarke Library – Front desk area	\$300	\$450	\$725
Davidson Fitness Center – Basketball court	\$450	\$750	\$1200
Daugherty Bowling Center – Check out area	\$425	\$700	\$1150
Leisure Travel Services – Entrance area	\$300	\$450	\$725
Outdoor Adventure Center – Check out area	\$375	\$600	\$1080
Piney Valley Golf Course – Check out area	\$225	\$360	\$600
Specker Gym – Entrance	\$475	\$800	\$1375





BANNER ADVERTISING

Aim for a bigger presence with banner advertisements inside and/or outside of our facilities, sizing may vary from 6' x 3' all the way to 16' x 8' mounted banners!



Davidson Fitness Center – Indoor Track

Indoor Banners (6' x 3')

	3 months	6 months	12 months
BOSS Corner – Meeting area	\$600	\$1050	\$1800
Davidson Fitness Center – Indoor track	\$750	\$1350	\$2400
Daugherty Bowling Center – Side wall by exit	\$675	\$1200	\$2100
Outdoor Adventure Center – Store area	\$300	\$450	\$725
Specker Gym – Entrance	\$525	\$900	\$1500

Auto Skills Center – Car Wash (10'x 10')



Sports Complex – Street Facing (6' x 3')



Outdoor Banners

	3 months	6 months	12 months
*Auto Skills Center – Car Wash (10' x 10')	\$800	\$1400	\$2400
Auto Skills Center – Fenceline (6' x 3')	\$400	\$700	\$1200
*BOSS Corner – Sidewall (8' x 8')	\$700	\$1200	\$2100
CYS Youth Sports - Fenceline (6' x 3')	\$525	\$900	\$1550
*Davidson Fitness Center – Street Facing Wall (16' x 8')	\$1500	\$2550	\$4325
*Daugherty Bowling Center – Street Facing Wall (16' x 8')	\$1500	\$2550	\$4325
Outdoor Adventure Center – Archery Area (6' x 3')	\$375	\$675	\$1175
Paw Park – Fenceline (6' x 3')	\$200	\$325	\$600
Piney Valley Golf Course – Clubhouse Patio (6' x 3')	\$300	\$500	\$850
Rec Plex – Mini Golf Fence (6' x 3')	\$500	\$875	\$1500
*Specker Gym – Main Parking Lot (8' x 8')	\$700	\$1200	\$1700
Sports Complex – Street Facing (6' x 3')	\$500	\$900	\$1500

*Mounted banners – New installs require additional \$250 materials and install fee.



ADVERTISING SELECTION FORM

Please review and circle the level of advertising that best suits your organization's goals.

After your selection is complete, return to:

Family and MWR Marketing Office, 13486 Replacement Ave, 1103, Fort Leonard Wood, MO 65473 or email to Niakoreen.M.Dickinson.naf@army.mil.

Reach out if you have any questions, call (573) 337-2649.

Window Cling	6 months	12 months
Davidson Fitness Center – Entrance windows	\$2000	\$3600
Davidson Fitness Center – Bottom pool windows	\$1800	\$3200
Specker Gym – Entrance windows	\$2400	\$4200

Website	1 month	3 months	6 months	12 months
Leaderboard Ad – 720 x 90 pixels	\$350	\$900	\$1350	\$2100
Large Title Ad – 300 x 250 pixels	\$400	\$975	\$1500	\$2400

Social Media	1 post	3 posts	6 posts	12 posts
Ad post/social media giveaway post	\$150	\$400	\$750	\$1300

Experience MWR Magazine	3 months	6 months	12 months
Center Page – 5”w x 7”h	\$1050	\$1950	\$3600
Inside Cover – 5”w x 7”h	\$600	\$1050	\$1800
Full Page – 5”w x 7”h	\$300	\$540	\$960
Half Page – 5”w x 3.5”h	\$175	\$330	\$600
Quarter Page – 5”w x 2”h	\$150	\$275	\$500

Poster (22” x 28”)	3 months	6 months	12 months
Auto Skills Center – Front desk area	\$150	\$275	\$500
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Indoor Banner (6’ x 3’)	3 months	6 months	12 months
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*Davidson Fitness Center – (16’ x 8’)	\$1500	\$2550	\$4325
*Daugherty Bowling Center – (16’ x 8”)	\$1500	\$2250	\$4325
Outdoor Adventure Center – Archery Area (6’ x 3’)	\$375	\$675	\$1175
Paw Park – Fenceline (6’ x 3’)	\$200	\$325	\$600
Piney Valley Golf Course – Clubhouse Patio (6’ x 3’)	\$300	\$500	\$850
Rec Plex – Mini Golf Fence (6’ x 3’)	\$500	\$875	\$1500
*Specker Gym – Main Parking lot (8’ x 8’)	\$700	\$1200	\$1700
Sports Complex – Streeting facing (6’ x 3’)	\$500	\$900	\$1500

*Mounted banners – New installs require additional \$250 materials and install fee.

Please provide the following information:

Business Name: _____

Contact: _____ Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Bill Me

I'd like to talk more about my selection

STAY CONNECTED

