

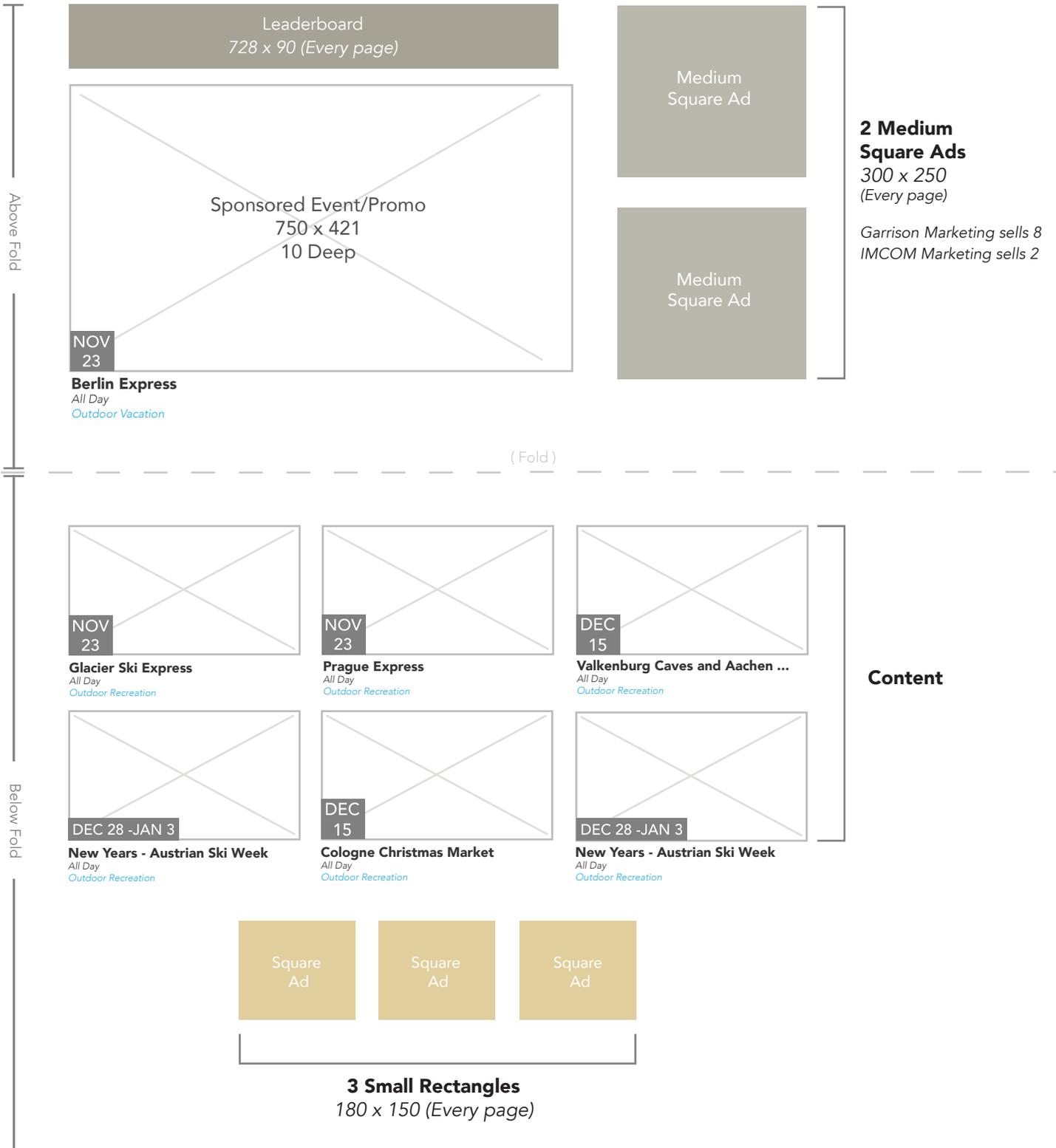
U.S. Army Installation Management Command

Advertising Specifications

GARRISON WEBSITE

Ex: www.armymwr.com/dugway

DESKTOP Ads change each time page is refreshed. 10 ad slots per page.

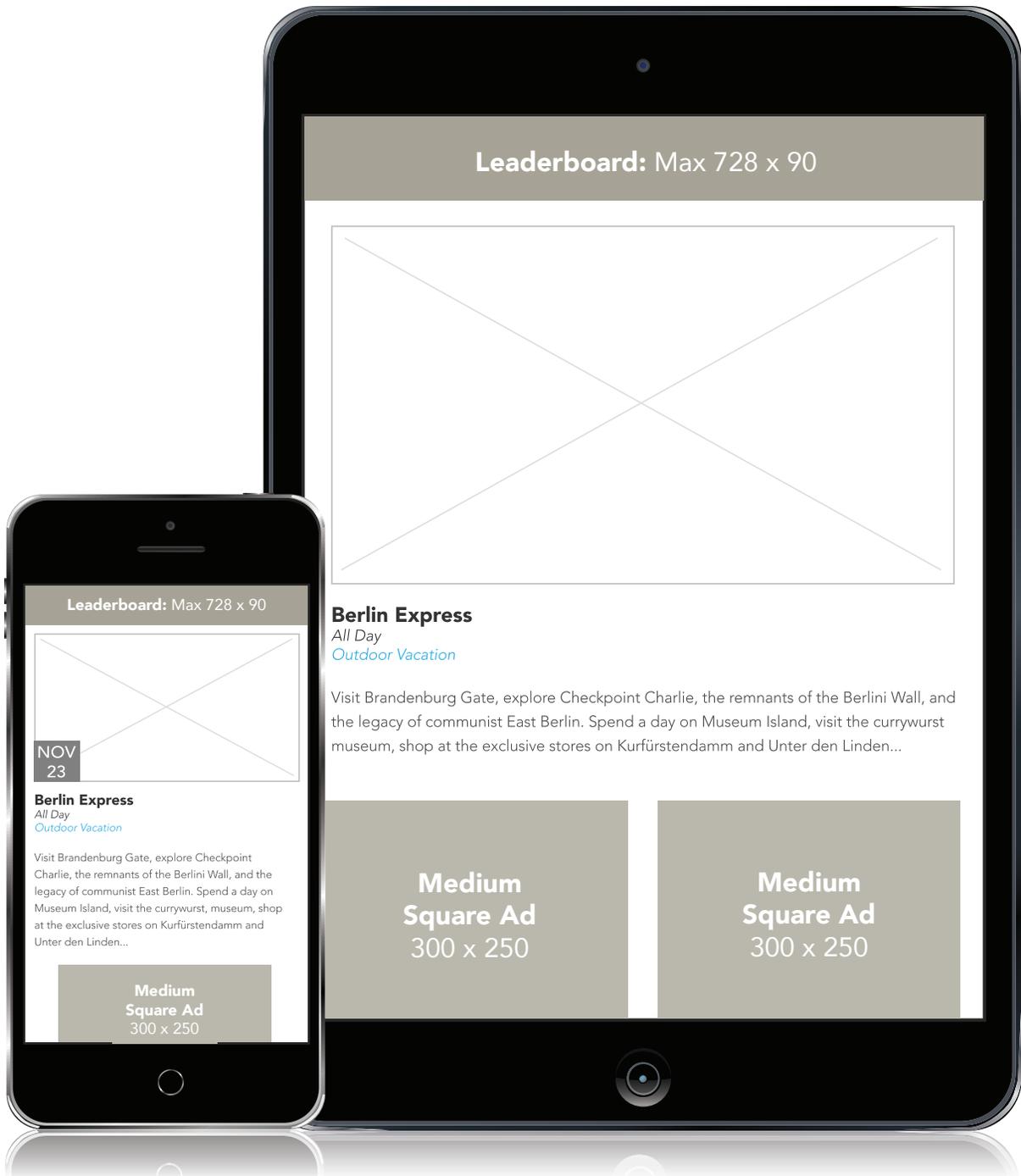


U.S. Army Installation Management Command

Advertising Specifications

GARRISON HOMEPAGE
SMARTPHONE & TABLET VIEW

Ex: www.armymwr.com/dugway



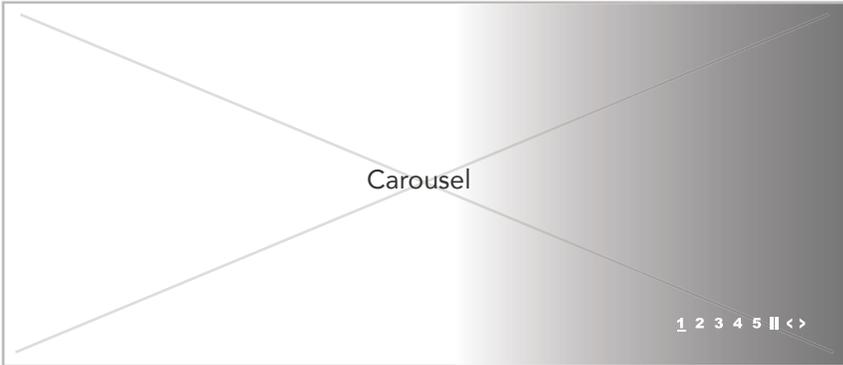
U.S. Army Installation Management Command

Advertising Specifications

ARMY MWR WEBSITE

HOMEPAGE DESKTOP

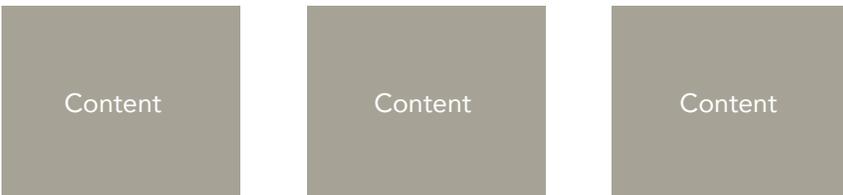
www.armymwr.com



Sponsored Content in Carousel

660 x 300

*Use of photography instead of web banners.
Image only with headline and 2 lines of text.*



Sponsored Content

200 x 150



Ad Medium

205 x 300



(205 width required.)

Standard Static Web ad

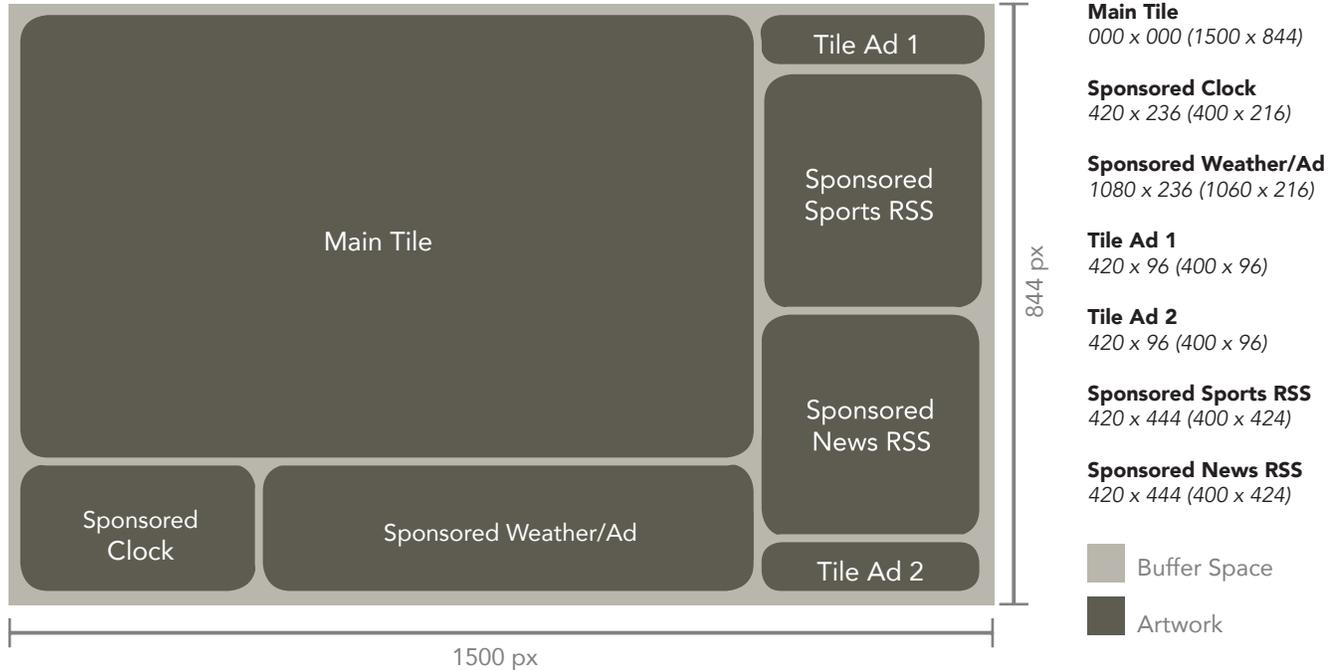
180 x 150

U.S. Army Installation Management Command

Advertising Specifications

DIGITAL SIGNAGE

Minimum document dimensions (16:9 aspect ratio)



***Digital Signage Exception:** Screens at Shades of Green are 1080 x 1920 at 72 dpi. All screens with ads are portrait.

ACCEPTABLE DOCUMENT FORMATS:

Static Images

- jpg (preferred format)
- gif
- png

Video & Motion Graphics

- wmv

All static images must be in RGB colorspace.

Video and Motion Graphics can be very large. A target file size should be 20MB or less. We would prefer the file size to be as small as possible and yet maintain a quality appearance.

Video/motion graphics perform best with Windows Media (.wmv) video compression format.

Audio is not currently supported on the digital signage network. All video/motion graphic files with audio will need to be altered.

CONTENT MANAGER

<https://www.armybiznet.com/ContentManager/>

U.S. ARMY SOLDIER SHOW

PROGRAM FULL PAGE AD:

- 5.75 x 8.75 (full color w/bleed)
- .PDF / .EPS / .JPG
- CMYK
- 300 dpi or greater

PRE-SHOW LOOP STATIC AD:

- 3840 x 2160
- complete/original files are preferred .ai can accept .jpg files

WEBSITE:

- Current and future 180 x 150
- Current and future 300 x 250
- Current MWR.com carousal 300 x 600
- Future Slider 700 x 600

PRE-SHOW LOOP VIDEO:

- 1920 x 1080 HD Video
- MP4 or MOV pro res 422 (NO AVI FILES)

ARMY ENTERTAINMENT MARQUEE

- 27" x 39"