

2024 - 2025

# Advertising

OPPORTUNITIES



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# DEMOGRAPHICS

*Advertising with Moody Air Force Base* offers your business the opportunity to share information in a variety of print publications, digital media and base facilities. The Moody AFB community consists of both military and civilian personnel, retirees and Active Duty dependents. Our location provides a unique opportunity as the majority of our community members are new to the area and in search of off-base services and activities.

As a part of the 23d Wing, the 23d Force Support Squadron is the “heart” of the Moody AFB community. We provide the very best in quality of life initiatives, programs, events, and activities to enhance the morale, welfare and recreation of all who are part of Team Moody.

## MOODY AFB PERSONNEL

- 44% Military Personnel
- 8% Civilian Personnel
- 48% Dependents

## MOODY AFB POPULATION

- 58% Military Personnel
- 19% Children
- 23% Spouses

## AGES OF MILITARY PERSONNEL

- 8% 17 - 20
- 32% 21 - 25
- 25% 26 - 30
- 17% 31 - 35
- 12% 36 - 40
- 4% 41 - 45
- 1% 46 - 60

*Enhance your visibility and create an everlasting impression.*

# PRICING

	Once	3 Months	6 Months	Annual
<b>Digital Advertisement</b>				
Website Skyliner Ad <i>3 month commitment required</i>	-	\$1,000	\$1,500	\$2,000
Plug Into Moody Header Ad	\$250	\$750	\$1,000	-
Plug Into Moody Footer Ad	\$250	\$750	\$1,000	-
Digital Monitor at ITT <i>6 month commitment minimum</i>	-	-	\$750	\$1,000
Digital Monitor at DFAC <i>6 month commitment minimum</i>	-	-	\$750	\$1,000
Digital Monitor at Club <i>6 month commitment minimum</i>	-	-	\$750	\$1,000
Digital Monitor at Fitness Center <i>6 month commitment minimum</i>	-	-	\$1,000	\$1,500
Digital Monitors at Bowling <i>3 month commitment minimum</i>	-	\$1,000	\$1,250	\$1,500
Digital Marquee at Lodging <i>3 month commitment minimum</i>	-	\$750	\$1,000	\$1,500
<b>Banner Advertisement</b>				
Banner at Softball Field <i>3 month commitment minimum</i>	-	\$750	\$1,000	\$1,500
Banner at Outdoor Recreation <i>3 month commitment minimum</i>	-	\$750	\$1,000	\$1,500
Banner at Grassy Pond <i>3 month commitment minimum</i>	-	\$1,000	\$1,500	\$1,750
Banner at Base Outdoor Pool <i>3 month commitment minimum</i>	-	\$750	\$1,000	\$1,500
Balcony Banner at Fitness Center <i>3 month commitment minimum</i>	-	\$750	\$1,000	\$1,500
Stairway Banner at Fitness Center <i>6 month commitment minimum</i>	-	-	\$750	\$1,250
Cling Wrap Full Banner at Fitness Center <i>Annual commitment only</i>	-	-	-	\$2,000
Cling Wrap Half Banner at Fitness Center <i>Annual commitment only</i>	-	-	-	\$1,000

	Once	3 Months	6 Months	Annual
<b>Banner Advertisement</b>				
<b>Cling Wrap Counter at the Club</b> <i>6 month commitment minimum</i>	-	-	\$1,000	\$1,500
<b>Cling Wrap Door at the Club</b> <i>6 month commitment minimum</i>	-	-	\$750	\$1,250
<b>Cling Wrap Wall Divider at the Club</b> <i>6 month commitment minimum</i>	-	-	\$1,000	\$1,500
<b>Cling Wrap Counter at ITT Desk</b> <i>6 month commitment minimum</i>	-	-	\$1,500	\$2,000
<b>Cling Wrap Half Counter at ITT Desk</b> <i>6 month commitment minimum</i>	-	-	\$1,000	\$1,500
<b>Bathroom Stall Ad</b> <i>3 month commitment minimum</i>	-	\$500	\$750	\$1,000

Advertisement	Circulation and Distribution
Plug Into Moody <i>Weekly E-Newsletter</i>	Approx 26,000 Hits Per Month
Bathroom Stall Ads	150 Per Month
MoodyFSS.com	12,000+ Page Views Per Month
Bowling/ITT	12,000+ Visits Per Month
Fitness Center	20,000+ Visits Per Month

You may provide your own advertisement, or we can design one for you for an additional \$30 per hour design fee. We request that all pre-designed digital advertising be high resolution pdfs or pngs, be converted to outlines, have all images embedded and saved as 300 dpi in CMYK.

All advertising MUST include the disclaimer:  
"Paid Advertisement. No Federal Endorsement Intended."