

# LITTLE ROCK AFB COMMERCIAL ADVERTISING 2024 RATE CARD

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## 2024 ADVERTISING OPPORTUNITIES



### ROCKIN' AT THE ROCK WEBSITE

An ad on the Rockin' At The Rock Website is a site link to your website from ours, directly connecting our visitors to your website. Your ad will be visible throughout the entire website which receives an average of 16,000 unique impressions per month.

Specifications: High resolution JPG or PDF files will be accepted (maximum of 150 dpi). Photoshop layouts may also be accepted, providing that all images and fonts are embedded.

|       | 1 Month | 3 Months | 6 Months |
|-------|---------|----------|----------|
| Price | \$200   | \$370    | \$580    |

Size (Large Leaderboard): 728 px (W) x 210 px (H)



### DIGITAL MONITORS

Throughout Little Rock AFB, the 19th Force Support Squadron maintains full-color digital display monitors that constantly rotate our programs and events in high-traffic areas. These monitors are open to a limited number of advertisers to ensure maximum exposure. You can expect your advertisement to be seen by hundreds to thousands of patrons on a daily basis.

#### DIGITAL MONITOR LOCATIONS:

Walters Community Support Center, Hercules Dining Facility, Hungry Herk (P.O.D.), Hangar 1080, Outdoor Recreation, Air Force Inn, Skills Center, Auto Hobby, Wally's Cafe, Library, Base Pool, Consolidated Support Building, Bowling Center

|                | 1 Month | 3 Months | 6 Months |
|----------------|---------|----------|----------|
| All Screens    | \$440   | \$1300   | \$1500   |
| Support Center | \$225   | \$600    | \$1000   |

Size: 2775 px (W) x 1575 px (H) & 1080 px (W) x 1920 px (H)

File Type: High resolution JPEG or PDF (maximum of 150 dpi) or Photoshop layouts, providing that all images and fonts are embedded.



# 2024 ADVERTISING OPPORTUNITIES



## BANNER PLACEMENT

If you're looking for outdoor visibility, we offer numerous high-traffic banner locations throughout Little Rock AFB allowing for maximum consumer exposure.

**Locations:** Softball fields, Outdoor Recreation, Base Pool, Fitness Center

*\*Business must provide banner.*

|       | 1 Month | 3 Months | 6 Months |
|-------|---------|----------|----------|
| Price | \$140   | \$275    | \$500    |

Specifications: All banners must be equipped with grommets for hanging, weather resistant and equipped with wind slits. Prices are for 3' x 6' banner.

*The Marketing Department is not responsible for lost or damaged banners due to inclement weather.*



## POSTER PLACEMENT

The Force Support Squadron is responsible for keeping the force happy, fit and fed. Due to the nature of our mission we have the largest footprint on the Little Rock AFB. Thousands of active-duty members and their families pass through our doors daily. Located at the entrance of EVERY single FSS facility is a poster stand. When you purchase a poster placement your advertisement will be hung in a highly visible location with an impressive reach.

**Locations:** Softball fields, Outdoor Recreation, Base Pool, Fitness Center

Size: 24 in (W) x 29 in (H)

*\*Business must provide poster.*

|       | 1 Month | 3 Months | 6 Months |
|-------|---------|----------|----------|
| Price | \$140   | \$275    | \$500    |



## NEWCOMERS ORIENTATION

Provide promotional materials, ranging from information pamphlets to brand-labelled goodies, for our bi-weekly newcomers orientations for new Airmen and their families. Let your brand be one of the first to welcome them to Little Rock Air Force Base!

|       | 3 Months | 6 Months | 1 Year |
|-------|----------|----------|--------|
| Price | \$300    | \$500    | \$800  |



# 2024 ADVERTISING OPPORTUNITIES



## BOWLING CENTER

The Strike Zone Bowling Center is a hub for community and social interaction. They offer bowling, pool and dining options. Coming soon, we will have ax throwing, arcade games and a stand-alone bar.

### MONITORS

Size: 2775 px (W) x 1575 px (H)  
& 1080 px (W) x 1920 px (H)

### SWEEPERS

Size: (1-8) 44"W x 3.5"H and  
(9-24) 47.5"W x 4.5"H

*\*Marketing Department will handle production of sweeper advertisements.*

### TABLE TENTS

This advertisement will be placed on every table in the bowling alley at the Strike Zone Grill and Lanes. We provide two options: Full Service and Placement Only. When you select a placement only option you will need to provide designs, table tents and ensure compliance. When you select Full Service, our team will handle everything!

|                               | 1 Month | 3 Months | 6 Months |
|-------------------------------|---------|----------|----------|
| 48 Monitors                   | \$90    | \$255    | \$500    |
| 24 Sweepers                   | n/a     | \$600    | \$800    |
| Table Tents Full Service      | \$220   | \$390    | \$600    |
| Table Tents Placement Only    | \$100   | \$270    | \$480    |
| Shoe Rental Ad Full Service   | \$215   | \$385    | \$595    |
| Shoe Rental Ad Placement Only | \$100   | \$270    | \$480    |
| Bowling Special               | n/a     | \$635    | \$845    |

### SHOE RENTAL AD PLACEMENT

Place your coupon or promotional item in the hands of our patrons every single day. Every set of shoes will include your promotional material.

*\*This is limited to a single item that can be fit in a bowling shoe.*

### BOWLING SPECIAL

Cover it all at the bowling alley with a single package. This package includes full service table tents and shoe advertisements as well as digital screen placement on the bowling alley monitors.

File Type: High resolution JPEG or PDF (maximum of 300 dpi) or Photoshop, InDesign or Illustrator layouts, providing that all images and fonts are embedded.



## WINDOW CLINGS

A window cling in one of our Little Rock AFB's high-traffic facilities gets you exposure to thousands of military members including Active Duty, Retirees and civilians on a daily basis. This ad will provide you with maximum exposure to boost your advertising needs.

*\*Business must provide window cling & it must include the disclaimer "Paid Advertisement. No Federal Endorsement Intended."*

|       | Fitness Center front door | Skills Center front door | Outdoor Recreation front door |
|-------|---------------------------|--------------------------|-------------------------------|
| Price | \$350/3 mon               | \$200/3 mon              | \$200/3 mon                   |



# 2024 ADVERTISING OPPORTUNITIES



## COUNTER WRAPS

A counter wrap in one of our Little Rock AFB's high-traffic facilities gets you exposure to thousands of military members including Active Duty, Retirees and civilians on a daily basis. This ad will provide you with maximum exposure to boost your advertising needs.

*\*Business must provide counter wrap & it must include the disclaimer "Paid Advertisement. No Federal Endorsement Intended."*

|       | Fitness Center | Outdoor Recreation | Hangar 1080 | Auto Hobby |
|-------|----------------|--------------------|-------------|------------|
| Price | \$3,000/yr     | \$1,500/yr         | \$1,500/yr  | \$1,500/yr |



## ROCKIN' RUNDOWN (E-NEWSLETTER)

An ad on the Rockin' Rundown gets you exposure to over 4,000 subscribers with a 90% open rate on a weekly basis. It is also available for viewing and downloading on our website at [rockinattherock.com](http://rockinattherock.com).

Specifications: High resolution JPG or PDF files will be accepted (maximum of 150 dpi). Photoshop layouts may also be accepted, providing that all images and fonts are embedded.

|       | 1 Month | 3 Months | 6 Months |
|-------|---------|----------|----------|
| Price | \$150   | \$320    | \$530    |

Size (Large Leaderboard): 728 px (W) x 210 px (H)



## LODGING DIGITAL MONITORS

Reach all those transitioning to Little Rock AFB or those just passing through at Razorback Inn. Your advertisement will rotate on the monitors of all 196 rooms across seven buildings,

|       | 1 Month | 3 Months | 6 Months |
|-------|---------|----------|----------|
| Price | \$275   | \$800    | \$1,500  |

### MONITORS

Size: 2775 px (W) x 1575 px (H)

File Type: High resolution JPEG or PDF (maximum of 300 dpi) or Photoshop, InDesign or Illustrator layouts, providing that all images and fonts are embedded.





## DISCLAIMER

All advertising materials must include the disclaimer, "Paid Advertisement. No Federal Endorsement Intended."



## GRAPHIC DESIGN SUPPORT

If you do not currently have an advertising agency or a preferred graphic designer, we have members of our team on staff to help assist you in building an ad or logo to fit your business needs. If we build an advertisement for you or your company, Rockin' at the Rock and the 19th Force Support Squadron Marketing Department is the sole proprietor of that advertisement. Ads can be created for an additional \$50 per ad.