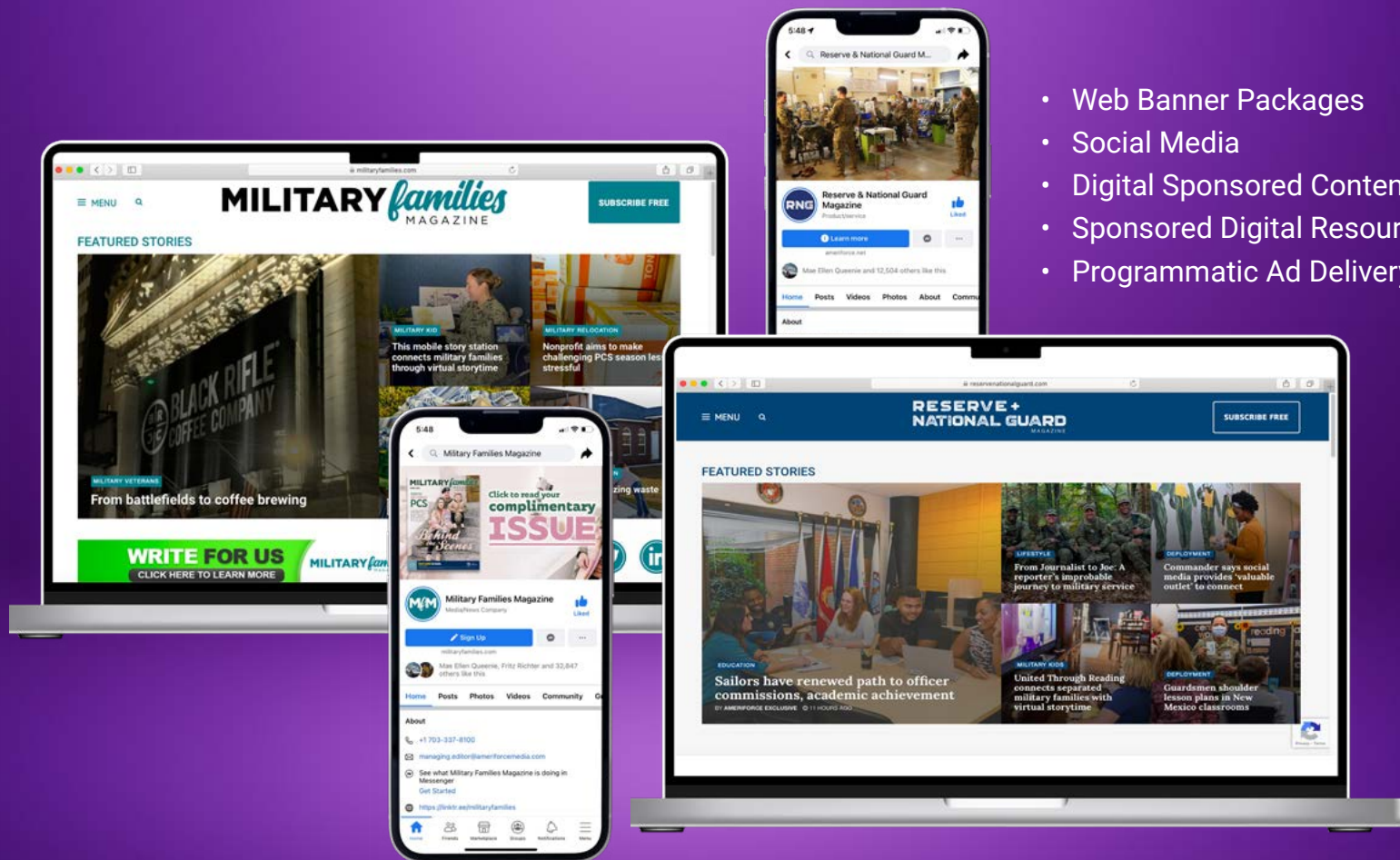


# 2023 DIGITAL PRODUCTS

## MEDIA KIT



- Web Banner Packages
- Social Media
- Digital Sponsored Content
- Sponsored Digital Resource Guides
- Programmatic Ad Delivery

# Web Banner Packages

**\$3,000 for 3 months!**

*3-month minimum buy*



## What you get:

- 100,000 targeted impressions/month when advertising on both websites
- ROS banner placements on both websites (728x90 and 300x250)
- With a 12-month commitment, get a FREE eNewsletter story (\$3,000 value)

# Social Media

## Facebook Live - \$4,600

- 30-minute discussion
- Pre-event promotions
- Collaborate on subject matter
- Sponsor branding throughout session
- Publisher manages and records session, then shares again on Facebook

## Social Media Post - \$500

- One post on Facebook and Instagram
- Choose Military Families or Reserve + National Guard brand
- Boosting is strongly encouraged for best reach/engagement (recommend \$250-\$500)
- Specs:



## Facebook

- Image size: 1200 x 628 px
- Text length: 80 characters recommended
- Includes clickthrough URL

## Instagram

- Image size: 1080 x 1080 px
- Text length: 125 characters recommended
- Includes clickthrough URL

- Image format: gif, jpg, png
- Video format: mov or mp4

Where we have the social media followers for each brand, make these changes:

**41,917** followers

**Military Families Social Media**  
Facebook/Instagram/Twitter

**13,967** followers

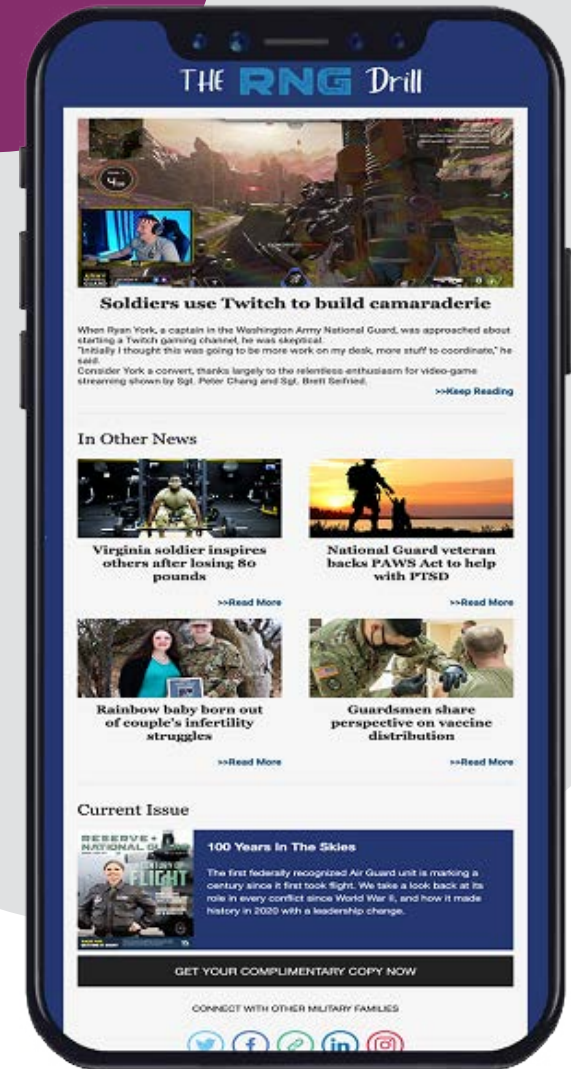
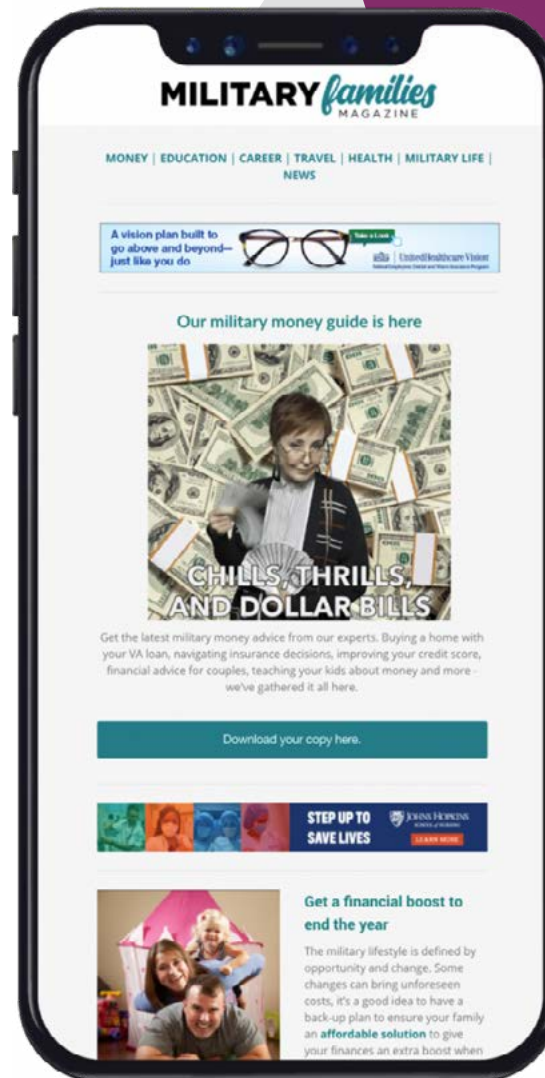
**Reserve + National Guard Social Media**  
Facebook/Instagram/Twitter

# Digital Sponsored Content

## Sponsored Digital Story \$4,000

- Choose Military Families or Reserve + National Guard brand
- Article written by AmeriForce Media in collaboration with sponsor
- Published on homepage
- Distributed in a biweekly eNewsletter sent to approximately 45,000
- Shared across social media

Check out our eNewsletters for additional sponsored content opportunities!





# Sponsored Digital Resource Guides

Choose your price point:

## Exclusive Sponsorship

\$10,000 guide + \$2,000 promotions  
*for promotions over four months*

### Includes:

- Two-page story (written by AmeriForce Media)
- Full-page ad
- Guide is shared on social media, website, one weekly eNewsletter, and one eblast
- Promoted over four months

## One-Page Story and Full-Page Ad

\$4,000 guide + \$1,000 promotions  
*for promotions*

### Includes:

- \* One-page story (written by AmeriForce Media)
- Full-page ad
- Guide shared same as exclusive.
- Promoted over four months

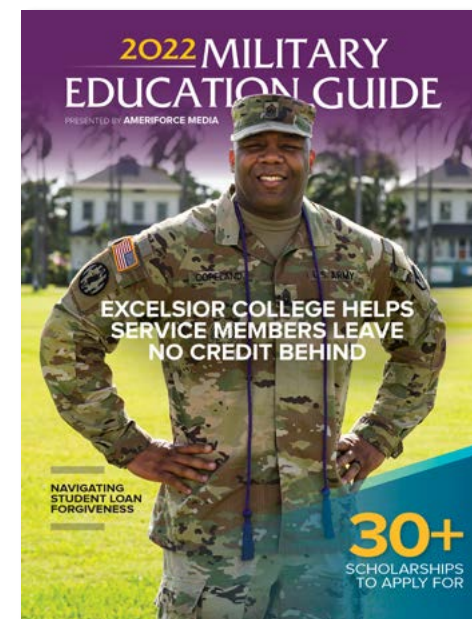
*\*Not exclusive! Minimum of two sponsors are required for this option.*

## \* Full-Page Ad

\$2,100

- Full-page ad
- Subject to availability
- Guide shared same as exclusive.

*\*Not exclusive.*



# Programmatic Advertising - starting at \$12 CPM\*

Reach your target audience across the web and mobile, through email, and/or their streaming channels.

- Geo-fencing of military bases and other specific locations including zip codes, competitors, specific addresses, points of interest and more
- Keyword/search retargeting
- Site retargeting
- Household-level targeting to veterans, active duty servicemembers and spouses in the age ranges you choose. *(Many other audience curation parameters available.)*
- Targeted emails to reach your ideal audience
- Streaming TV campaigns to reach a multi-channel audience (a.k.a. OTT/CTV)

# 92%

of programmatic retargeting performs the same as or better than search engine marketing.

It's all about getting the right message to the right person at the right time. Let's build your custom campaign today!

Get detailed  
monthly  
reporting

\*CPM rates vary by programmatic product. Ask your sales rep.

## Reach your customers:



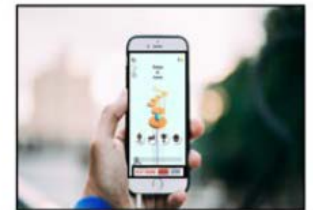
When they are streaming their favorite programs



When they are checking the weather



When they are reading about their favorite team



When they are playing a game