

5 Ways to Advertise on MacDill AFB



DIGITAL SCREEN(S) / ESCREENS

Specs: 2400x1350 (16"x9") Digital Camera Ready. JPG, PDF, MP4, MOV files accepted

- Choice of up to (13) Digital Screens (ask about our foot traffic data per facility)
- MacDill exposure only available through 6 FSS Marketing
- Updated Monthly, beginning the 1st of the month
- Availability to do one ad change (to match all screens) at the start of each month
- Ask about upgrading to a 15 second motion video
- Minimum ad length; 3-month duration



WEBSITE AD - MACDILLFSS.COM

Specs: 450x450px on the 6th Force Support Squadron Website - Home (Main) Page

[Jan 2022 - Jan 2023 STATS: 4.43M search impressions, 921K pageviews to website & 135K pageviews to Home \(Main\) Page](#)

- Square ad on main page of website with a direct link to your business
- Updated twice a year, beginning the 1st of the month
- Availability to do one ad change after 6 months
- Minimum Ad length; 6-month duration



FITNESS CENTER BANNER(S)

Specs: 3'x6' Banner at the Short Fitness Center on the railing/weight room area

[Prime location with approximately 4K-5K patrons cycling through the facility weekly](#)

- Weight room workouts ranging from 45 min - 60 min per person
- Ideal placement for targeting adult ID card holders
- Availability to do one ad change after 6 months
- Minimum ad length; 3-month duration



POSTER ADVERTISEMENT(S)

Specs: 22"Wx28"H Poster ad placed in an FSS facility

- Your choice of ad placement at any participating FSS facilities
- Ad placement in high foot traffic area guaranteed (ask for more information on placement at individual facilities)
- Minimum ad length; 3-month duration



BOWLING SCOREBOARD SCREENS

Specs: 2400x1300 (16"x9") Digital Camera Ready. JPG, PDF, MP4, MOV files accepted.

[Averaging at about 1.2K military & military families per month](#)

- (12) lanes in the newly renovated bowling facility
- Updated monthly, beginning the 1st of the month
- Availability to do one ad change (to match all screens) at the start of each month



MACDILL AIR FORCE BASE
FORCE
SUPPORT SQUADRON