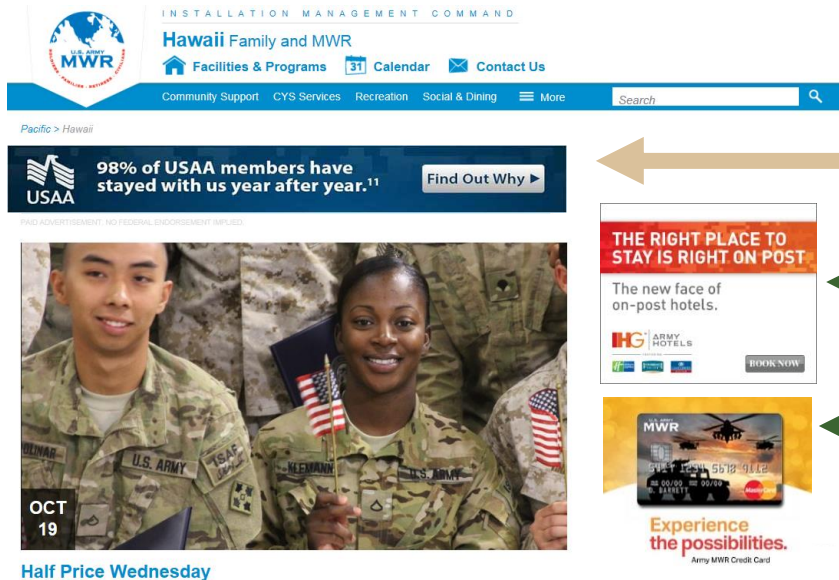




Army FMWR Website “hawaii.armymwr.com”

The Army Hawaii FMWR Website provides information and updates of current and upcoming activities, programs and events of the U.S. Army in Hawaii Family and Morale, Welfare & Recreation.

Approximately 40,000 visits are recorded every month on HIMWR.com and over half of those (50.78%) are new visitors. This website is the focal point for our Soldier's and the Army community accessing additional information on FMWR programs and events. On average four website updates, per week. Ads rotate and appear on every page. This is your opportunity to align your message with highly visited Family and MWR content.



Advertising Structure

Premium Leaderboard

300 x 250 pixels
.jpeg format

Sidebar 1, Side Bar 2

300 x 250 pixels
.jpeg format

Maximum file size is 80 kb



Discover MWR Hawaii Monthly Publication



The Discover Magazine is a monthly full page publication with the latest information on Family & MWR activities, events and facilities. Align your advertisement with current happenings on the garrison to maximize your exposure to the entire military community

**FULL
PAGE**
8.5 x 11

**HALF
PAGE**
5.5 x 8.5

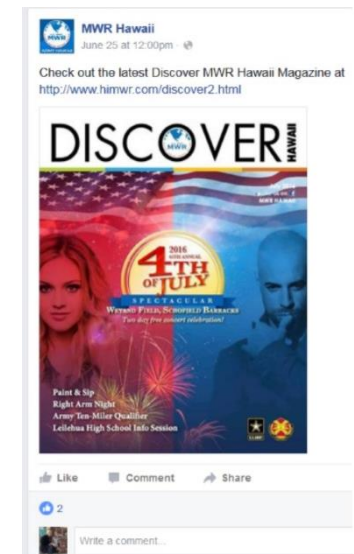
¼ Page
4.25 x 5.5

DELIVERY INFORMATION

2,500 copies of the Discover MWR Hawaii Magazines are printed. An additional 14,000 email subscribers receive the magazine on a monthly basis. The Discover MWR Hawaii Magazine is also available on our high traffic website www.himwr.com, at the Newcomers Expo and Community Information Exchange.



Perfect for campaigns!





Banners, Flyers and Table Tents

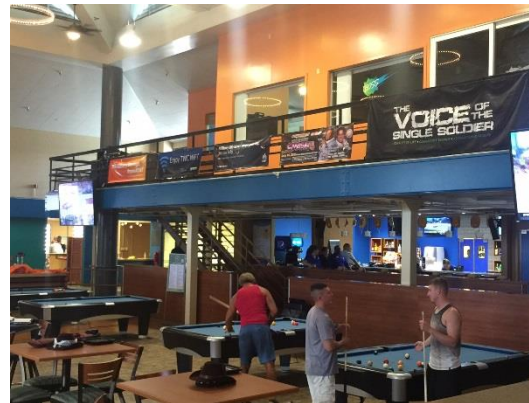


Increase your brand awareness and communicate your message with a Banner at our Army Garrison Hawaii MWR Facilities. We will help you discover the right location to communicate to your Target Audience.

Flexible from Four (4) feet to Twenty-Four (24) feet.

Frequently Visited Facilities:

Fitness Centers
Aquatics
Libraries
Recreation Centers
Tropics Recreation Center
Outdoor Recreation
Auto Skills
Arts & Crafts



All banners must include a disclaimer:

“This advertisement does not constitute DOD, Army, or Federal government endorsement.”



Digital Screen Advertising



Multiple Messaging Formats
Dynamic Layout and Design
Pertinent and Essential
Meaningful and Timely Information Source
Location, Location, Location



Multiple messaging formats:

- Video
- Animation
- Stills
- Text
- Graphics



Dynamic:

- Bright/Vibrant
- Motion/Animation
- Something always happening

Pertinent:

Programming is National, Local, FMWR and Command information.
All that Soldiers and Army Family Members need to know about programs and services.
Used as an Alert Communication Channel
In case of an emergency.

Meaningful:

Information Soldiers and Family Members want and need.
Soldier, Community, Family, Youth events and activities all in one central place.
Digital screens are alive with information that informs, inspires and entertain.
Communication that truly delivers!

Location:

Over forty (40) strategic, high-traffic locations with more scheduled to come online Schofield Barracks, Wheeler, Fort Shafter, Tripler Medical Center, Aliamanu Military Res., Helemano Military Res.



42" Hi-Def. Screens in 40 prime locations. Essential Soldiers and Family information.



Golf Course Advertisement



Leilehua Golf Course

Renovated in 2011
One of the top Army Golf course
18 hole course
Over 90,000 rounds of golf each year
Practice Facilities
Pro Shop
Bar and Grill

Walter J. Nagorski Golf Course

Built in 1940's
A challenging course with heritage
9 hole course
Over 50,000 rounds of golf each year
Practice Facilities
Pro Shop
Bar and Grill



Hole	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total
Par	4	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	72
Score																			



LEILEHUA GOLF COURSE
Renovation Master Plan
Schubel Barnack, Oahu, Hawaii
May, August 2011



Facility advertisement can be in the form of score cards (4 3/8"W x 1 7/8"H), vehicle wraps, banners (3' x 6') and Tee boxes (11" x 15")

U.S. Army Garrison Hawaii Event Advertising Opportunities



Special events include:

4th of July Spectacular
Fun Fest & Leisure Travel Fair
Rocktoberfest
Winter Wonderland
Garrison Tree Lighting Ceremony
National Day for Kids
and many more!

**Advertise at one of the biggest military events on the Island!
Over 51,000 Soldiers, Families, Retirees and DoD Civilians
come together for an unforgettable 4th of July Spectacular!**



Advertising Opportunities

Banners onsite

Logo Appearance

Recognition at the event

*Selfie backdrop branding

*Spot on the Jumbotron

*opportunities limited or only available at certain events.

Terms and Conditions

HIMWR.com will not publish or post any political, anti-military, ads or messages of a sexual nature and/or any ads that the Publisher does not consider to be appropriate. Everything advertised in this publication shall be made available for purchase, use or patronage without regard to race, color, religion, sex, national origin, age, marital status, physical handicap, political affiliation or any other non-merit factor of the purchaser, user or patron. FMWR marketing reserves the right to change the publishing frequency and advertising rates.



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