

Advertising on Navy MWR Websites and Mobile Applications

The Navy's MWR websites and mobile apps are premier information resources for Sailors and their families, whether they are moving to a new duty station or just looking for something fun to do!

Our network of websites and apps span the globe, averaging 3.7 million impressions per month. Visit www.navymwr.org for a complete list of websites and apps.

Standard Cost Per Mille (CPM) Based Pricing

One month

- Global – \$20 CPM rate
- CONUS only – \$22 CPM rate

One quarter

- Global – \$15 CPM rate
- CONUS only – \$17 CPM rate

Six months or longer

- Global – \$11 CPM rate
- CONUS only – \$13 CPM rate

*Geographical targeted web advertising is available. Inquire for pricing.

Number of Websites and Apps

CONUS: **71** websites, **32** mobile apps | OCONUS: **19** websites, **9** mobile apps | GLOBAL: **90** websites, **41** mobile apps

Ad Location

The banner advertisement (ad) is centered and located within the top one-fourth of every Navy MWR HQ, region and installation web and app page.

Ad Dimensions

App and mobile optimized: 970x180 pixels @72ppi | Desktop optimized: 970x90 pixels @72ppi

Ad File Format

Files should be submitted as .jpg, .png, or high-resolution .pdf.

Ad Rotation

Apps: Ads placed on the Navy MWR apps do not refresh. Ads change when the user refreshes the screen or navigates to another page on the app.

Websites: Ads on Navy MWR websites rotate once, with the first ad displaying for 5 seconds before switching to the second ad, which remains visible for the rest of the user's time on the page. Ads change when the user refreshes the screen or navigates to another page on the site. Placement is completely random and alternates between the 1st and 2nd positions.

Changing Out Advertisement

Advertiser is permitted to change the ad graphics and URL links once per quarter. If the advertiser wishes to change the ad more frequently, additional service fees will be required and are subject to final contractual agreement negotiations.

Ad Graphics and Links

- We recommend designing ads with larger text and a clear call to action.
- Ad placement mock-ups are available upon request to show how the ad will appear on the page.
- All ads will link to the advertiser's desired URL.
- All graphics and URLs are subject to legal review and final Navy approval.

Delivery of Ad

Ads graphics and links must be sent electronically five (5) business days before the launch of the campaign. Please send the ads to Megan Trexler (megan.e.trexler.naf@us.navy.mil) and Shannon Revelle (shannon.d.revelle.naf@us.navy.mil)

Ad Tracking

One advertiser representative may be granted access to the online website advertising platform to view campaign analytics, including impressions, clicks and click-through rate (CTR). The representative's name and email address are required to set up the account. Alternatively, Navy FFR can provide analytics monthly, quarterly, annually or at the end of the campaign.