

Advertising on Navy FFR Facebook Page

Navy FFR's Facebook page ([Facebook.com/NavyFFR](https://www.facebook.com/NavyFFR)) is an official government social media account that hosts information, good news stories, events and announcements about our Navy installations. The page is managed at the HQ level by the Navy Fleet and Family Readiness (FFR) marketing department.

Navy FFR Page Statistics

- Average government industry post engagement rate: **1.54%**
- Average Navy FFR Facebook post engagement rate: **2.96%**
- More than **58.7K** Navy FFR Facebook followers

Pricing

Single Post: \$500

Ad Dimensions

We recommend using graphics with either a square (1:1 ratio) or landscape (16:9 ratio) format.

Best Practices:

- Square (1:1 ratio): 1920x1920 pixels or higher resolution
- Landscape (16:9 ratio): 1920x1080 pixels or higher resolution

Ad File Format

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

Graphics, Post Copy and Links

When creating the post copy, graphics and links, we recommend the following:

- Creating content-rich posts that educate, engage and inspire the military community, with a clear call to action.
- Including visual elements such as a static graphic or a short video (under 30 seconds) to support the message.
- Avoid using short links or UTM tracking links, as they may negatively impact ad performance.
- 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

The advertiser may request post analytics before the end of the contractual agreement time period or as agreed upon in contractual agreement negotiations.