



Sponsorship Rates 2018

We reward consistent sponsorship with a reduction of 10% for 6 months & 15% for 12 month commitments.

Website Creatives AWN Home Page

Unit Description	Placement Area	Specifications	Rotation	Rate (per month)
Leaderboard	Top	728x90	Solo	\$500.00
Banner graphic across the top				
Leaderboard	Content	620x120	Solo	\$350.00
Graphic above top listed blog post along the right side				
Medium Rectangle	Above fold	300x250	Up to 3	\$300.00
Graphic below the categories section				
Medium Rectangle	Below fold	300x250	Up to 3	\$200.00
Graphic below top listed blog post along the right side				

AWN Categories Pages

Categories pages include Army Life, Deployment, Health and Fitness, Money and Finance, News, PCS, Travel, Resources, Travel, HH6, and Field Problems. (Graphic is displayed on all categories pages, not individual categories.)

Leaderboard	Top	728x90	Up to 3	\$300.00
Banner graphic across top of page				
Medium Rectangle	Above fold	300x250	Up to 3	\$300.00
Large graphic near top of page				
Small Rectangle	Above fold	300x100	Solo	\$350.00
Small graphic near top of page				
Small Rectangle	Below fold	300x100	Solo	\$250.00
Small graphic near middle of page				
Medium Square	Below fold	125x125	Solo	\$200.00
Large graphic near middle of page				

AWN Content Pages

AWN content pages include interior pages, all other pages of AWN other than Home and Categories

Leaderboard	Top	728x90	Up to 3	\$250.00
Banner graphic across the top of page				
Medium Rectangle	Above fold	300x250	Up to 3	\$250.00
Graphic near top of page				
Small Rectangle	Above fold	300x100	Solo	\$300.00
Graphic near top of page				
Small Rectangle	Below fold	300x100	Solo	\$200.00
Graphic near middle of page				
Medium Square	Below fold	125x125	Solo	\$150.00
Graphic near middle of page				



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E-News				
AWN E-Newsletter				
Weekly E-Newsletter with over 2,500 subscribers				
Unit Description	Placement Area	Specifications	Rotation	Rate
Leaderboard Graphic	Top	728x90	Solo	\$40.00/ week
Medium Rectangle	Middle	300x250	Solo	\$35.00/week
Featured Content	Blog Post	Written by client	Solo	\$150.00
Content Link	Blog Post	Written by AWN blogger	Solo	\$250.00

Social Media				
AWN Facebook, Instagram, and Twitter				
Unit Description	Placement Area	Specifications	Rotation	Rate (per month)
2 Posts	AWN Facebook	420 char. Max link & tag	Solo	\$50.00
2 Tweets	Weekly Show Reminder; top	140 char. Max link & tag	Solo	\$45.00
2 Posts	AWN Instagram	Photo w/ 140 char. Max link & tag	Solo	\$25.00
Social Combo	AWN Facebook, Twitter, and Instagram			\$100.00 (save \$20)

Army Wife Network Talk Radio (AWTR)	
AWTR	
Live Show Monday night, 13th year, 600+ archived shows	
Unit Description	Rate (per show)
AWTR Show Sponsor	\$150.00
64x64 Home Page Creative	
2x Twitter tags/mentions during Live Tweet Chat	
30 second commercial	
On air mention by host	
AWTR 30 second commercial	\$75.00
AWTR 60 second commercial	\$80.00



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Accepted Formats

Accepted formats for website creatives are Static GIF, Animated GIF, JPEG, and Flash. Max file size 30K. AWN Newsletter advertisements must be Static GIF, JPG, PNG, or BMP.

AWN Blog posts submitted by client are subject to AWN editing. Posts created by AWN will be mutually agreed upon by client and AWN prior to publishing. Posts include link to sponsor's website.

AWN Facebook Wall Posts must be no more than 420 characters long including applicable links. Links may be customized for tracking purposes (encouraged). Posts are subject to editing by AWN Core Team.

AWN Twitter Feed Posts must be no more than 140 characters long including applicable links and pictures. Links may be customized (and shortened) for tracking purposes. Posts are subject to editing by AWN Core Team.

AWN Instagram Posts must be no more than 140 characters long including applicable links. Photo must be formatted 510 x 510.

Army Wife Talk Radio commercials must be in mp3 format and 30 or 60 seconds in length.

Restrictions

Our fans trust us to bring them the best military support there is offered. All advertisements must be AWN approved. We reserve the right to refuse any advertisement that we're not personally comfortable recommending to our network.

Army Wife Network does not offer refunds of unused advertising. It is our advertiser's responsibility to provide advertising creatives/text in a timely manner in accepted formats. Payment of advertising with AWN constitutes agreement to these terms.

AWN Facebook posts must abide by Facebook's Advertising Guidelines found here:
http://www.facebook.com/ad_guidelines.php.

Additionally, all social posts must include full disclosure to our fans that the posting is an advertisement by using the description "AWN proudly supported by: Your Business Name" Note: This must be part of your character limit.

Stats and Reporting

AWN does not offer reporting of your advertising. We strongly suggest you utilize your own advertising tracking if you wish to have comprehensive reporting of ad statistics.

Army Wife Network

- **Average Sessions Per Month: 17,000+**
- **Average Page Views Per Month: 50,000+**
- **AWN Newsletter & Podcast Announcement Subscribers: 2500+**
- **AWN Facebook Fan Base: 83,700+**
- **AWN Twitter Followers 19,100+**
- **AWN Instagram Followers 3,800+**
- **AWTR Podcast Average Downloads Per Month: 46,300+**