WAYS TO PROMOTE YOUR BUSINESS THROUGH ADVERTISING

DIGITAL ADVERTISING

Advertisers provide finished materials that meet applicable Air Force guidelines and specifications. All advertising must include the required disclaimer: *"Paid Advertising. No Federal Endorsement Implied."* Design services are available for an additional fee. Advertising rates cover display space only; locations, availability, pricing, and specifications are subject to change. All materials are subject to approval and scheduling.

Life at the Max Website

Place your advertisement on the Life at the Max website and connect with community members by directing them to your business, organization, website, or other designated online destination. Monthly, multi-month, and annual advertising options are available.

Ad Specifications: 980 W × 550 H pixels

Digital Displays & Facility Monitors

Increase your visibility through rotating digital advertising displayed on available monitors and digital screens throughout Maxwell and Gunter facilities. Flexible monthly, multi-month, and annual options are available, with multi-location exposure based on availability.

Advertising may be available at select Maxwell and Gunter Air Force Base facilities, including the Airman & Family Readiness Center, Rickenbacker's Coffee Shop, University Inn/Lodging, Military Personnel Flight section lobbies, Maxwell Fitness Center, Gunter Youth Center, Maxwell and Gunter Bowling Lanes, Professional Development Center & Education Office.

Ad Specifications: TV: 1632 W × 864 H pixels & Kiosk: 1080 W x 1920 H pixels

Life at the Max Weekly Newsletter

Reach members of the Maxwell-Gunter community through advertising in the Life at the Max weekly newsletter. Advertising placement in the twice-monthly newsletter, including a click-through link to your website or designated destination.

Ad Specifications: 2048 W × 1369 H pixels

Facebook Social Media Post

Put your business in front of the Maxwell-Gunter community through a sponsored Facebook post on the Maxwell AFB & Gunter Annex page. Each post provides an opportunity to promote your business, service, special offer, or event through a simple social media shoutout. Limit of 3 posts per month.

Ad Specifications: Square: 1080 × 1080 px — 1:1, a reliable all-purpose choice

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Advertising Product		1 Month	3 Months	6 Months	1 Year
Life at the Max Website	—	$225	$550	$950	$1,650
Digital Displays / TVs / Kiosks / Bowling Monitors	—	$200	$500	$900	$1,500
Life at the Max Newsletter	—	$30 / 2 issues	—	—	—
Facebook Social Media Post	$5 / per post	—	—	—	—

PRINT ADVERTISING

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Fitness Center Banner Advertising

Put Your Brand Where the Community Stays Active.
Reach the Maxwell-Gunter community through banner advertising in select fitness facilities across Maxwell Air Force Base and Gunter Annex.

Fitness center banners provide businesses and organizations with a visible, long-term presence in fitness environments where members of the community work out, train, and spend time throughout the week.

Available Banner Locations: Main Fitness Center, Main Annex fitness facility, Gunter Fitness Center, Gunter Annex

Banner Specifications: 40' tall x 70' wide

Acrylic Advertising

Put Your Brand Where the Community Connects.
Reach the Maxwell-Gunter community through acrylic advertising displayed in high-traffic locations across Maxwell Air Force Base and Gunter Annex.

Available Acrylic Locations: Maxwell Event Center, Maxwell Pit, Outdoor Rec, Riverfront DFAC, OTS DFAC, Aviation Inn DFAC

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Ad Specifications: 7’ tall x 5’ wide

FITNESS CENTER BANNERS

Location	1 Year
Main Fitness Center	**$1,500**
Main Annex — Bleacher #1	**$750**
Main Annex — Bleacher #2	**$750**
Gunter Fitness Center	**$1,250**
Gunter Annex	**$750**
Both Main Annex Bleachers	**$1,250**
All 5 Locations	**$3,750**

Advertiser provides finished banner. Rates cover display space only. Design, production, printing, installation, and replacement are not included.

Paid Advertising. No Federal Endorsement Implied.

ACRYLIC ADVERTISING

$75 / Month — 8 Placements

1 Outdoor Recreation • 3 DFAC • 4 Maxwell Club/PIT

Subject to availability and approval.