

AMERICAN
MILITARY★FAMILY

MEDIA KIT



FOUNDER'S EDITION 2025

**WE'RE A GROWING, COMMUNITY-FOCUSED PUBLICATION
SERVING THE FORT LEE MILITARY COMMUNITY AND BEYOND.**

**IN OUR FOUNDING DIGITAL PHASE, WE FOCUS ON
PRACTICAL STORIES, LOCAL SPOTLIGHTS, AND PARTNER
CONTENT THAT HELP MILITARY FAMILIES THRIVE.**

Publishing cadence: Holiday Edition (October) • Annual Sourcebook
(January). Plus ongoing blog features + Facebook & Instagram storytelling.

AUDIENCE & MISSION



WHO WE REACH

Active-duty, Guard, Reserve, veterans, spouses,
and base-adjacent civilians.

Local families looking for resources: housing, health, education, small
business, and community events.

Regional small businesses, nonprofits, and service providers serving the
military community.



OUR PROMISE

Brand-safe, community-oriented content and measurable placements
that respect limited budgets while delivering practical reach.

PERFORMANCE REPORTING

**EVERY DIGITAL PARTNERSHIP INCLUDES A
SIMPLE, TRANSPARENT PERFORMANCE SNAPSHOT:**

Sponsored Stories: page views, time on page, traffic sources, and link clicks (UTMs included)

Social Posts: reach, engagement (likes, comments, saves), and link clicks

Banners & Takeovers: impressions and click-throughs where applicable

Post-Campaign Summary: 1-page recap with deliverables, performance, and next-step recommendations

DIGITAL PLACEMENT OPTIONS

DIRECTORY LISTING (1 YEAR) \$99/YEAR

Logo, link, 50–75 words, category tag, “Founder” badge

SPONSORED STORY \$350

600–800 words, photos provided; one FB + one IG post; link in bio 7 days; UTM tracking included

CO-BRANDED SOCIAL POST \$125

One FB or IG post; provided creative or we write copy; link in bio (24–48 hrs)

SOCIAL POST 4-PACK \$400

Any mix of FB + IG; use within 30 days

WEBSITE SQUARE SPOTLIGHT \$100/MONTH

300×300 static display, appears site-wide

WEBSITE SIDEBAR BANNER \$150/MONTH

300×450 static display, appears site-wide

WEBSITE HEADER BANNER \$200/MONTH

1080x100 placement, site-wide

WELCOME/HERO TAKEOVER \$250/WEEK

Homepage hero takeover for 7 days, includes CTA link

GIVEAWAY/SWEEPSTAKES CAMPAIGN \$600/CAMPAIGN

We run posts, entry forms, winner ops; partner provides prize

FEATURE WEEK ADD-ON +\$150

Homepage hero placement for 7 days (above-the-fold)

GHOSTWRITTEN BLOG POST (ADD-ON) \$200/POST

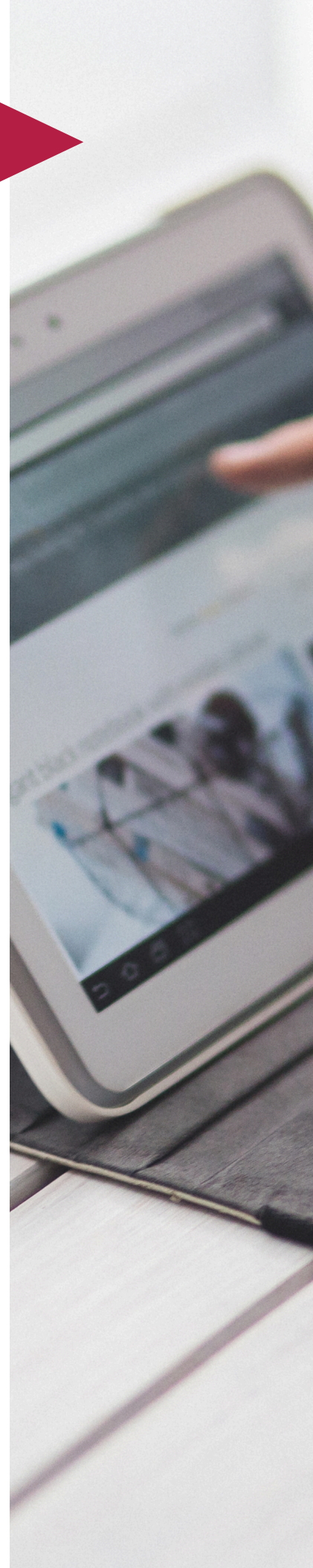
600–800 words, brief-based or interview; 1 revision

AD DESIGN (ADD-ON) \$125/UNIT

Static creative designed by us based on brand kit

UTM SETUP & SNAPSHOT (ADD-ON) \$75

Link tagging + post-campaign 1-pager



DIGITAL BUNDLES (BEST VALUE)



LOCAL HERO

1 Sponsored Story
2 Social Posts
Directory Listing (1 yr)

\$299



COMMUNITY BUILDER

1 Sponsored Story
4 Social Posts
1-Month Header Banner
Directory Listing (1 yr)

\$799



MARKET MAKER

2 Sponsored Stories
6 Social Posts
1-Week Hero Takeover
1-Month Header Banner
Directory Listing (1 yr)

\$1,799



FOUNDING PARTNER *(limit 5)*

3 Sponsored Stories
8 Social Posts
2-Month Header Banner
Directory Listing (1 yr)
20-min recorded interview
for blog

\$2,499

Bundles are prepaid and may be scheduled anytime between Oct 2025 – Jan 2026.
After January, rates are subject to a 20–30% increase as audience size grows.

Placement	Specs / Notes
Sponsored Story	600–800 words, up to 3 photos (1200px+). Include headline, subhead, and up to 3 links (UTM-ready). We can draft from your brief (+\$200).
Co-Branded Social	1080×1080 (square) or 1080×1920 (reel cover). Include caption starter, URL, and @handles. We adapt tone for FB/IG.
Sidebar Banner	300×250 PNG/JPG, max 300KB, optional UTM link.
Header Banner	728×90 PNG/JPG, max 300KB, optional UTM link.
Hero Takeover	1–2 images (1600px+), headline + CTA link.
Directory Listing	Logo (800px+), URL, 50–75 words, category, contact email.

DIGITAL MAGAZINE ADS

PREMIUM POSITIONS (multipliers on full page rate)

Inside Front Cover (IFC)/Inside Back Cover (IBC) - **1.5x**

Outside Back Cover (OBC) "The Billboard Spot" - **1.8x**

CORE PLACEMENTS (PER EDITION)

Full Page - Holiday **\$350** | Annual **\$500**

Half Page - Holiday **\$225** | Annual **\$325**

Quarter Page - Holiday **\$150** | Annual **\$200**

EDITORIAL-STYLE FEATURE (2 PAGES)

Holiday **\$600** | Annual **\$850**

Optional drafting by AMF: +\$200 (brief or interview)

TABLE OF CONTENTS SPONSOR ADD-ON +\$200

Logo & "presented by" bar on TOC page - often outperforms random interior pages

SECTION OPENER SPONSOR ADD-ON +\$125/OPENER

Halloween/Thanksgiving/Christmas/End of Year

"FIRST 5 PAGES PRIORITY (LIMIT 3) +\$75

Guarantee the ad appears in pages 2-6

CLICKABLE QR & VANITY LINK PACK +\$29

Ad Size	Specs / Notes
Full Page	7.875"Wx10.375"D
Half Page	Vertical 3.89"Wx10.375"D Horizontal 7.875"Wx5.13D
Quarter Page	3.89"Wx5.13"D
Links	Provide destination URL(s)



DEADLINES

Holiday digital campaigns: Sept–Oct scheduling (founding partners get priority)

Annual campaigns: Dec–Jan scheduling

Assets due 5 business days before run date; sponsored copy due 7 days prior if we draft.

Holiday Edition Magazine Ads: Space close **Sep 25**, Creative due **Oct 2**

Annual Edition Magazine Ads: Space close **Dec 8**, Creative due **Dec 15**

POLICIES & BOOKING

Payment: 100% upfront to reserve digital spots and bundle inventory

Scheduling: Dates confirmed after payment; weekly social promos are capped

Make-Goods: If we delay on our end, we reschedule or add equivalent value

Nonprofit Discount: 15% off for verified 501(c)(3)s (bundles excluded)

CANCELLATIONS

14+ days before run date → 50% credit

Within 14 days → no credit due to limited inventory

Brand Safety: We reserve the right to refuse content conflicting with community standards or DoD guidelines

READY TO PARTNER?

 hello@theamericanmilitaryfamily.com

 theamericanmilitaryfamily.com

 Serving the Fort Lee military community