

## GET THE BEST OUT OF MARKETING

Marketing Office is your first stop for advertising and announcing to the community your services and what you sell. We are here to do our best to help you get customers. And at this point we will need you to HELP US HELP YOU!

### Marketing Deadlines

Our deadlines exist to keep our product quality up in good standards, to provide good service for everyone equally, to allow us enough time to work on your items without too much stress, and to keep good track of our work load.

Deadlines don't change even if it falls on a holiday or a weekend. It won't change if you have been on leave or if your computer stopped working. We should still receive your orders BEFORE the deadline. You are responsible to plan accordingly and you should practice not to wait for the last day to submit your requests. [Click here for a quick view of Marketing Deadlines.](#)

### Marketing Requests

Each time you need something from Marketing Office you need to send an email to Marketing Inbox. For your Happenings page, posters, brochures, MWR Channel slides, and even for the changes on web.

- All requests must be submitted by one of the POCs (Facility provides names of their primary and alternate POCs)
- All requests should be received in Marketing Inbox. [Click here to email us now.](#) Requests discussed over the phone or on the street doesn't count as a request until we receive the e-mail with details.
- If you want to make changes on your items AFTER they are printed, you will get charged.

### Happenings Magazine (Free for FSS)

It's the first thing you should consider for advertising as we get 2000 copies printed and we distribute it around the base to all FSS facilities plus other busy areas such as the BX, Building 833, Post Office, etc. plus we upload it on our website even before the magazine is out. [Click here to see Happenings Magazine online.](#)

#### What should you do to get your info in the magazine?

Submit your inputs BEFORE the 1<sup>st</sup> of previous month. For instance, to have a page in April Happenings your inputs should be sent to Marketing Inbox BEFORE 1 March. If you don't reserve a page before this deadline you may NOT have space in next month's magazine.

For the inputs, imagine yourself as the customer, what would you want to know about an event? It should at least consist of event name, date, time, location, event description, age groups, sign-up fee, sign up deadline, prizes if applicable.

When you reserve your space by submitting your inputs on time, you get to add more events on that same page until the 10<sup>th</sup> of the month (depending on space). Between the 10<sup>th</sup>-15<sup>th</sup> of the month you cannot add anything else but you can still make small changes. After the 15<sup>th</sup> of the month we don't accept any additions or changes. After this point you SHOULD NOT make any changes on your events anyway because;

1. Magazine goes to the printer off base and there's no way to stop the press.
2. The magazine is the first place customers look for info. If you change a date after the Happenings is printed, the magazine will have the wrong date all month, equals wrong info going around all month, confused or upset customers.
3. We use the information in the Happenings for all other media for advertising your event. It is a chain reaction, what's in the Happenings goes on all posters, and e-Posters, then goes on the website, then it goes on Wing slides and MWR Channel Slides, then base wide emails and Facebook posts...

### 39FSS.COM Website & 39FSS Facebook page (Free for FSS) [Click here for the website](#) and [click here for the facebook page.](#)

If you already have your event advertised in the magazine we take that information and advertise it online for you. But if you'd like to advertise something that wasn't in the Happenings, remember to send us an e-mail with all details and follow the deadlines.

### Printed Media (Posters, flyers, brochures, table mats, business cards, closure signs, etc)

As soon as the magazine is gone to print we start printing posters for the month and designing graphics for all media. You don't have to submit a request if you already have your big event in the magazine. If you need posters for things that are not in the magazine please send us an email and follow the deadlines.

### MWR Channel Slides

For FSS events Marketing Office is the only POC for MWR Channel Slides, do not contact PA directly. We can create the slide for you and upload it on the channel or we can send you the template, you can create it and we will upload it for you. Please send an email and remember the deadlines.

### Sponsorship for Your Events

Sponsorship is only authorized for base wide MWR events, and Marketing Office – Commercial Sponsorship Designee is the ONLY person who can solicit sponsorship. If you need sponsorship for an upcoming event please send us an e-mail and remember the deadlines. You need to submit your Sponsorship request AT LEAST 2 months prior to your event.