



EXCHANGE

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The Exchange: Improving the lives of service members and their families since 1895.

Since 1895, the Army & Air Force Exchange Service has gone where Soldiers, Airmen and their families go to improve the quality of their lives by providing valued goods and services at exclusive military pricing. The Exchange goes where Soldiers, Airmen and their families go to improve their quality of life through retail goods and services. One hundred percent of Exchange earnings support military Quality-of-Life programs. The Exchange is part of the Department of Defense and is directed by a Board of Directors, responsible to the Secretaries of the Army and Air Force through the Chiefs of Staff.

EXCHANGE OPERATIONS

The Exchange operates more than 2,700 facilities in 36 countries, 50 states, five U.S. territories and the District of Columbia, including:

- 122 main stores
- 166 Military Clothing facilities
- 500 convenience stores (troop stores, Express locations, Class Six outlets)
- 117 specialty stores
- 76 theaters
- 1,750 quick-serve restaurants under licenses such as Subway, Boston Market and Starbucks
- Concession operations overseen by the Exchange add more than 3,600 activities.

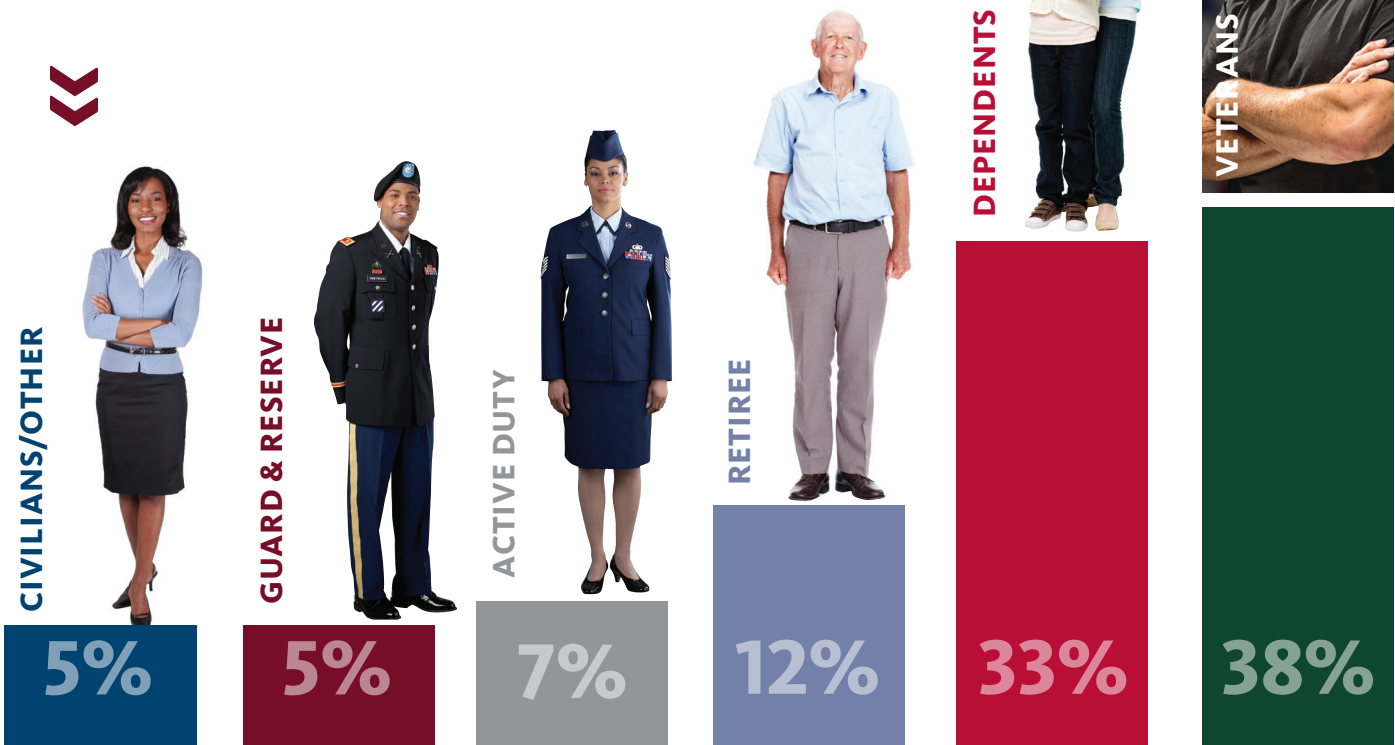
DEMOGRAPHICS

Civilian/Other	1,028,751	5%
Guard/Reserve	1,083,551	5%
Active Duty	1,410,149	7%
Retired	2,516,181	12%
Dependents	6,936,570	33%
Veterans	7,898,076	38%
TOTAL	20,873,278	100%

*DOD Civilians and eligible international military members. Demographics from CCD and DEERS, current as of 04/27/18.

THE MILITARY CONSUMER MARKET

The average military family moves many times throughout their career. Wherever they're stationed, the Exchange is nearby. Our customer base is extremely loyal to those who market to them as military members.



PRINT ADVERTISING

WORLDWIDE WEEKLY SALES FLYER

Our weekly sales flyers are distributed to stores and mailed to customers in all 50 states, Europe and the Pacific.

BE FIT POP UP

This health and fitness oriented tabloid supplement is included in our weekly tabloid four times per year and is designed to feature healthy, active lifestyle products and information to keep our Military in top form.

SPECIALTY & GLAM BOOKS

Advertise in a number of specialty supplements to include Glam, Fashion, Furniture and seasonal books throughout the year.

EXPRESS SPECIAL FLYER

The Express convenience store flyers are a great way to promote your product and have visibility in Express stores. These flyers are displayed at the store entrance and prominently featured in high traffic areas. Approximately 325 Express stores participate in bi-weekly promotional events.



Specialty Book

PRINT ADVERTISING				
Media	Frequency	Impressions	Rate	Submission
Sale Flyer (In-Store)	Weekly	194,100	Sq Inch - \$375 Full Pg - \$30,000	90-Days
Sale Flyer (Direct Mail)	Bi-Weekly	275,940	Sq Inch - \$469 Full Pg - \$37,520	90-Days
Pop-Up Feature Insert (In-Store/Direct Mail)	Variable	470,040	Full Pg - \$18,750 (Sold as a 4-Pg Unit) Custom Design- \$4,000	90-Days
Sale Flyer-Europe/Pacific (In-Store)	Weekly	53,064	Sq Inch - \$110 Full Pg - \$11,685	90-Days
Specialty & Glam Books (In-Store and Direct Mail)	Variable	370,685	Sq Inch - \$469 Full Pg - \$37,520	90-Days
Express Flyer (In-Store)	Bi-Weekly	325 Locations	\$2,000	30-Days
Premium Placement		Rate		
Front Page Placement		\$49,205		
Back Page Placement		\$45,520		

NOTE: Prices subject to change during holiday time frames. Please check with your buyer for more information.



WEBSITE PROMOTIONAL ADVERTISING

Web banners designed by vendors must conform to these guidelines before they are sent to the Exchange for approval.

PhotoShop (PSD): Must be layered, editable, and accompanied by fonts.

Jpeg: Must be rendered in high quality with low file compression.

Pdf: Must be editable and accompanied by fonts.

Submit final banner files to your Exchange buyer. Vendor-designed banner files must include the brand logo and a reference to the Exchange website, shopmyexchange.com.

If the banner advertises a time sensitive promotional offer, ad copy must include applicable end dates. It is highly recommended, if possible, that promotions do not start or end on weekends. The Exchange must receive final approved banner files a minimum of three weeks prior to the requested promotion start date. Contact your Exchange buyer to coordinate co-op agreements and to reserve your ad space and release date on the website.

HP1 BANNER
648 x 648 pixels
\$5000 per day

HP2 BANNER
648 x 318 pixels
\$4000 per week

HP3 BANNER
978 x 318 pixels
\$3000 per week

HP4 BANNER
318 x 318 pixels
\$2000 per week

SPOTLIGHT TILE
225 x 225 pixels

TOP BANNER
737 x 200 pixels

LEFT BANNER
190 x 300 pixels

TNM BANNER
200 x 312 pixels
\$2500 per week

Weekly Rates
L1 - \$2000/ wk
L2 - \$1500/ wk
L3 - \$1000/ wk
L4 - \$750/ wk

Weekly Rates
L1 - \$1000/ wk
L2 - \$750/ wk

NOTE: Prices subject to change during holiday time frames. Please check with your buyer for more information. All pricing and location is based on desktop viewing.

Inquiries contact:
ZZHQeCommOnlineAds@aafes.com

www.shopmyexchange.com

KEY

- HP - Home Page
- TNM - Top Navigation Menu
- ST - Spotlight Tile
- L1-L4 - Category Levels



WEBSITE BRANDED ADVERTISING

Web banners designed by vendors for branded pages must conform to these guidelines before they are sent to the Exchange for approval.

PhotoShop (PSD): Must be layered, editable, and accompanied by fonts.

Jpeg: Must be rendered in high quality with low file compression.

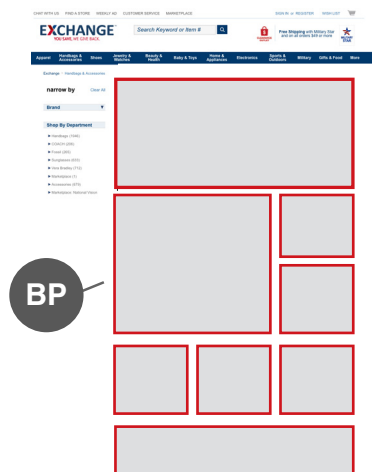
Pdf: Must be editable and accompanied by fonts.

Submit final banner files to your Exchange buyer. Vendor-designed banner files must include the brand logo and a reference to the Exchange website, shopmyexchange.com.

If the banner advertises a time sensitive promotional offer, ad copy must include applicable end dates. It is highly recommended, if possible, that promotions do not start or end on weekends. The Exchange must receive final approved banner files a minimum of three weeks prior to the requested promotion start date. Contact your Exchange buyer to coordinate co-op agreements and to reserve your ad space and release date on the website.

FULL PAGE
737 pixels wide with
left navigation. Height
may vary.

Rates
SETUP - \$30,000
MAINTENANCE - \$5,000



Note: page layouts vary based on product lines, availability and design preference.

SETUP Includes:

Includes: Vanity url, key search words, variants and misspellings (determined by The Exchange). Design will be templated to full responsive layout.

MAINTENANCE Includes:

6 product updates or 1 template update and 2 product updates per 12-month period. Note: Annual fee starting year 2.

BRAND BANNER
737 x 340 pixels

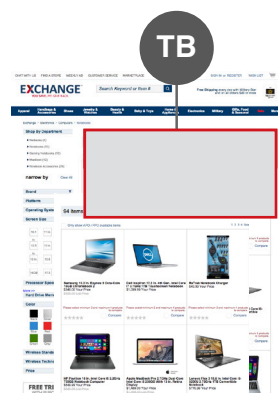
Rates
SETUP - \$10,000
MAINTENANCE - \$2,000

SETUP Includes:

Key search words, variants and misspellings (determined by The Exchange). Design will be templated to full responsive.

MAINTENANCE Includes:

4 product updates per 12-month period. Note: Annual fee starting year 2.



NOTE: Prices subject to change during holiday time frames. Please check with your buyer for more information. All pricing and location is based on desktop viewing.

Inquiries contact:
ZZHQeCommOnlineAds@aafes.com

KEY
BP - Brand Page
TB - Top Brand Banner

www.shopmyexchange.com



EMAIL ADVERTISING

ENTIRE EMAIL STANDARDS

MINIMUM SIZE REQUIREMENT

600 x 600 pixels (when only one exclusive image is used).
Image locations offered below are a minimum of 600 pixels wide and heights vary.

ACCEPTABLE FILE FORMATS

JPG | TIF | EPS | PSD

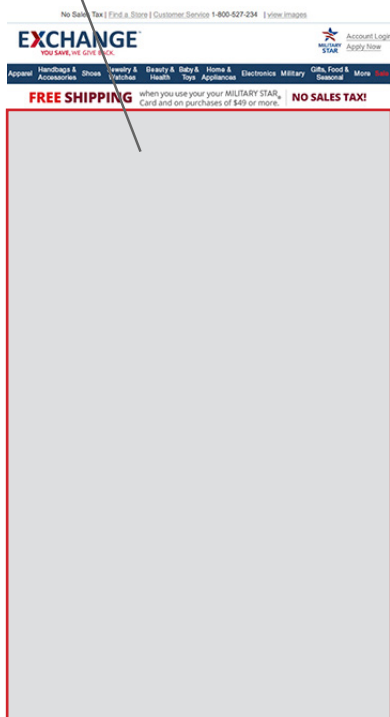
ACCEPTABLE FILE COMPRESSION FORMATS

ZIP | BIN | HQX

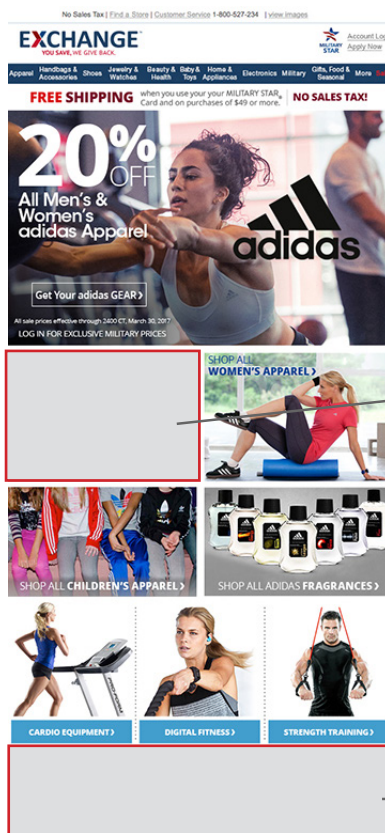
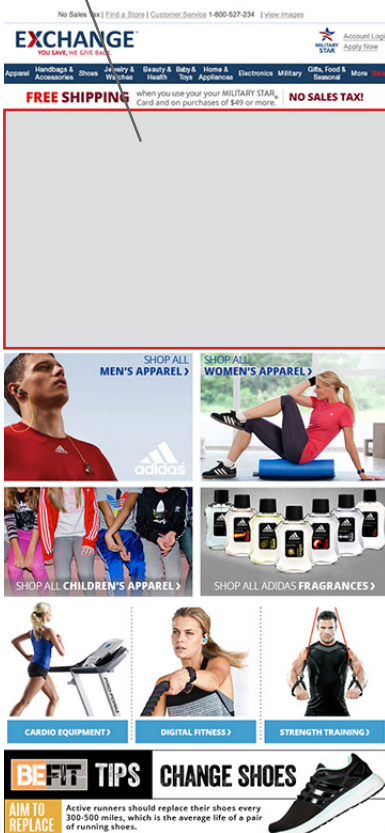
COLOR FORMAT

Images should retain the original RGB color space (standard for digital photography)

EM1



EM2



EM4

EM3

Stay Connected
Please add shopmyexchange.com to your address book.
Rates and prices are subject to change and may vary online and in-store.
Offer dates and times are based on USA Central Time (CST).
To update your email preferences, click here. To unsubscribe, click here.
HQ/AFES, eCommerce Department, 3911 S. Walnut Street, Dallas, TX 75226
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SUPER DAILY SPECIAL
DOWNLOAD OUR EXTRA APP
f t p o

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Please add shopmyexchange.com to your address book.
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SUPER DAILY SPECIAL
DOWNLOAD OUR EXTRA APP
f t p o

EM1 FULL
EMAIL
(SIZE VARIES)
\$5000

EM2 BANNER
600 x 300 pixels
\$3000

EM3 BANNER
600 x 200 pixels
\$2000

EM4 BANNER
300 x 200 pixels
\$1500

NOTE: Prices subject to change during holiday time frames. Please check with your buyer for more information.

Inquiries contact:
ZZHQeCommOnlineAds@aafes.com

www.shopmyexchange.com

40%

Off our regular published rate when you purchase a Digital Advertising package deal!

See offer details in chart below



PACKAGE DEAL



PLATINUM PACKAGE		
Media	Regular price	Deal
Home Page Top Banner 1	\$5,000/1 Day	\$3,000/1 Day
Full Email	\$5,000	\$3,000/For 1 solo email
Full Page Brand	Set up: \$30,000	\$18,000/Year 1*
Social Media	4 Posts, pick between any authorized AAFES social media platform, use within one year. \$10,000	\$6,000
Total Package Rate: \$50,000		\$30,000

*Year 2 starts the \$5K maintenance fee.

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25%

Off our regular published rate when you purchase a Digital Advertising package deal!

See offer details in chart below

PACKAGE DEAL



GOLD PACKAGE		
Media	Regular price	Deal
Home Page Top Banner 1	\$5,000/Day	\$3,750/Day
Full Email	\$5,000	\$3,750/For 1 solo email
Brand Banner	\$10,000	\$7,500/Year 1*
Social Media	2 Posts, pick between any authorized AAFES social media platform, use within one year. \$5,000	\$3,750
Total Package Rate: \$25,000		\$18,750

*Year 2 starts the \$2K maintenance fee.

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25%

Off our regular published rate when you purchase a Digital Advertising package deal!

See offer details in chart below



PACKAGE DEAL



SILVER PACKAGE		
Media	Regular price	Deal
Home Page Banner 2	\$4,000/Wk	\$3,000/Wk
Top Email Banner	\$3,000/Day	\$2,250/Day
Left Category Banner	\$750/Wk	\$562.50/Wk
Total Package Rate: \$7,750		\$5,812

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25%

Off our regular published rate when you purchase a Digital Advertising package deal!

See offer details in chart below



PACKAGE DEAL



BRONZE PACKAGE		
Media	Regular price	Deal
Home Page 3 Banner	\$3,000/Wk	\$2,250/Wk
Top Email Banner	\$3,000/Day	\$2,250/Day
Left Category Banner	\$750/Wk	\$562.50/Wk
Total Package Rate: \$6,750		\$5,062

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SOCIAL MEDIA



FACEBOOK: facebook.com/shopmyexchange Fans can participate in fun promotions, receive information on events at their local Exchange and engage with other military members. Customer comments posted to our wall are always welcome and answered. **268K+ Facebook Fans.**

LOCAL FACEBOOK PAGES: facebook.com/shopmyexchange/locations To reach the customer directly at a particular location we can post directly to that location. We have 220+ Local Exchange Pages that have their own pages with **65K+ Fans.**



TWITTER: twitter.com/shopmyexchange We interact with thousands of customers in real-time through tweeting. New product launches, fashion trends and price cuts are examples of great topics for tweets. **7K+ Followers.**



PINTEREST: pinterest.com/shopmyexchange Centered around captivating images, this channel works like a virtual corkboard. Users share decorating tips, arts, crafts, recipes, fashion, beauty trends and more on Pinterest. **2.3K+ Followers.**



YOUTUBE: youtube.com/user/AAFESsalutes Customers subscribe to our “channel” and watch Celebrity Spotlights, Be Fit segments, and other exciting videos on what’s new at the Exchange. **3K+ Subscribers, 1M+ Views.**



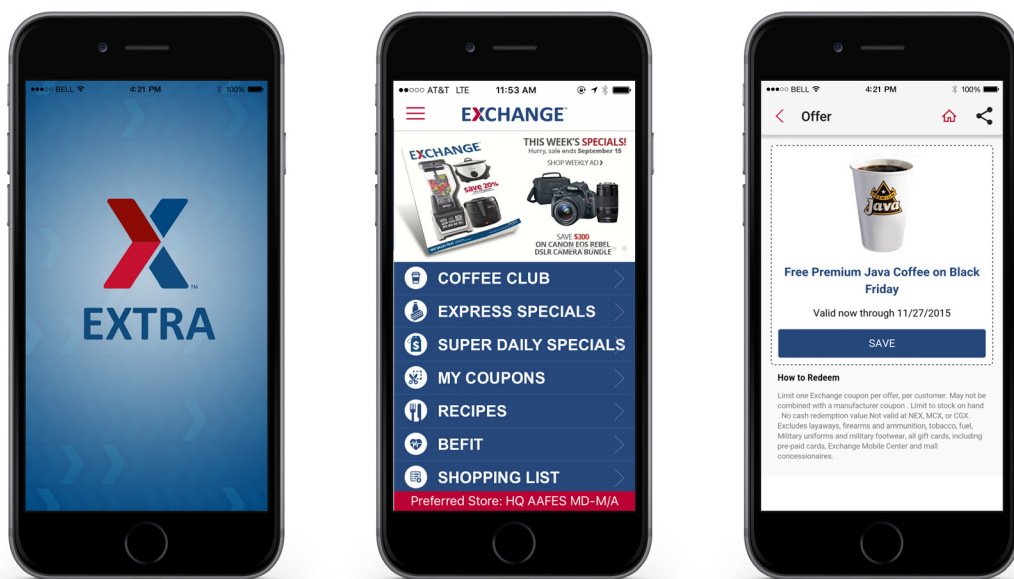
INSTAGRAM: instagram.com/shopmyexchange An online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. **3.5K+ Followers.**

*All Pricing Packages are negotiated by the Buyer and in conjunction with products when applicable.

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MOBILE APP



Carousel Slide

Coupon

Our new smart phone app puts EXTRA savings, coupons, contests, and more right at your fingertips.



scan image for
EXTRA

See this icon in our sales flyer or on a sign and scan the page with your EXTRA app for a whole new shopping experience!



SCAN NOW TO DOWNLOAD!
OR
GET IT ON Google play
Download on the App Store

EXCHANGE EXTRA MOBILE APP				
Position	Description	Duration (Days)	Cost	Setup
Carousel Slide	Slide with link to online product recipe.	Variable	\$.80 (Pay per click)	\$250
Coupon (Static)	BI-WEEKLY COUPONS - 15 available slots	14	\$150 each	Incl.
Video post roll experience	Carousel slide that leads to product video & coupon after viewing.		\$6,000	Incl.

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TV • RADIO • THEATER



EXCHANGE DIGITAL MEDIA NETWORKS

Start building brand loyalty and increase sales today with the Exchange Digital Media Networks. Each network offers a unique opportunity to reach the Exchange customers and influence their purchases while they shop. Be FIT and the Chef Shop channels are innovative video channels comprised of vendor ads, entertainment and consumer products that create a dynamic viewing experience for our customers. Display your message digitally within these channels and other key viewing areas, such as food courts.

EXRN: EXCHANGE RADIO NETWORK

Get your message directly to the ears of our customers with the Exchange Radio Network. Your advertisement or jingle will make a bold statement when broadcast along with a modern music feed. EXRN reaches nearly every single Exchange facility worldwide and most DeCA Commissaries in CONUS. You can

even target specific locations to get the most impact for your ad dollars. Already have an ad prepared? You can provide us with a packaged spot. Otherwise, let our expert team create one for you.

DIGITAL MOVIE THEATER ADS AND SLIDES

A captive audience is every advertiser's dream. Advertise your product on 70 theater screens worldwide as eager viewers are waiting to be entertained. We can globally communicate your digital slide or video commercial in military theaters.

NOTE: We are a turnkey production facility, working with you from concept, scripting, shooting and editing through distribution. Please note that additional production fees may apply. Give 12 weeks for content production. Additional fees may apply, e.g. travel, talent, etc.

DIGITAL ADVERTISING				
Media	Frequency	Impressions	Rate	Submission
Exchange Digital Signage Channels	Weekly	5.2M/Month	15 Sec Spot - \$3,200/Week 30 Sec Spot - \$5,000/Week 60 Sec Spot - \$7,200/Week	30-Days
EXRN Radio Network	Weekly	10M/Month	30 Sec Spot- \$25/Base/Week 60 Sec Spot- \$50/Base/Week	14-Days
Theater Slide	Monthly	Variable	\$1,958/Month	60-Days
Theater Ad	Monthly	Variable	15 Sec Spot - \$4,235/Month 30 Sec Spot - \$6,352/Month 60 Sec Spot - \$8,470/Month	60-Days

NOTE: The Exchange will not air adult or overly violent ads to general customer traffic within its stores. The Exchange reserves the right to determine content suitable for the audience.

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EXCHANGE CREDIT PROGRAM

MILITARY STAR is a private-label retail credit card accepted at exchange facilities, commissaries, shopmyexchange.com, MyNavyexchange.com and ShopCGX. Now, with a generous Rewards Program, more customers than ever are choosing to shop with **MILITARY STAR**.

We provide you with four advertising options to reach your target audience.

STATEMENT LASER ADS: 1.2 MILLION STATEMENTS PER MONTH

- Black and white for printed statements
- 4-color for online statements

OUTSIDE ENVELOPE ADS: 750,000 PER MONTH

- Black and white

BUSINESS REPLY ENVELOPE (BRE) ADS: 750,000 PER MONTH

- Black and white

CREDIT CARD STATEMENT INSERTS: 750,000 PER MONTH

- 4-color



MILITARY STAR GIVES BACK DISCOUNT (MGB)

Providing exclusive cardholder discounts is one of the values of **MILITARY STAR**. Offering cardholders a percentage discount can increase your sales as **MILITARY STAR** customers spend nearly double those who use another tender in main stores.

Benefits:

- Drive product sales
- Multi-channel advertising provided

Standard Advertising Elements Included:

- Poster Insert
- Facebook Ad
- Tabloid Ad
- Statement Ad (if space is available and time permits)

Exchange Radio Network and Exchange TV ads can be included with campaign at regular published rates.

PROMOTE YOUR PRODUCT WITH MILITARY STAR

MILITARY STAR also offers vendors the ability to support special financing offers such as zero interest. Vendors pay a percentage of sales, limiting their risk.

Benefits:

- Drive sales without eroding your price points or margins
- Reach your customers with a multi-channel advertising plan

Standard Advertising Element Included:

- Poster Insert
- Facebook Ad
- Tabloid Ad
- Statement Ad (if space is available and time permits)

Exchange Radio Network and Exchange TV ads can be included with campaign at regular published rates.

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MILITARY STAR® CREDIT CARD STATEMENT ADVERTISING				
Media	Frequency	Impressions	Rate	Submission
Laser Ad on Statement	Monthly	1.2M	\$4,000	60-Days
Laser Ad on Return Envelope	Monthly	750,000	\$1,500	90-Days
Laser Ad on Outside Envelope	Monthly	750,000	\$1,500	90-Days
Credit Card Statement Inserts	Monthly	750,000	\$15,000	60-Days

NOTE: Final graphics for laser ads or printed inserts must be received 60 days prior to target billing cycle.
All offers must include a **MILITARY STAR®** offer (e.g. %/\$ off discount, financing, etc.).

ZERO INTEREST PROMOTIONAL CHARGES				
90-Days	6-Months	12-Months	18-Months	24-Months
2% of Sales	4% of Sales	6% of Sales	9% of Sales	12% of Sales

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EXPRESS GAS PUMPS / FOOD COURTS



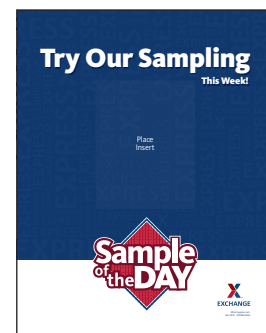
Column Communicator



Window Cling



Pump Topper



Poster

COLUMN COMMUNICATORS

This is an optimal channel to effectively drive traffic both from the street and at the pump into the Express convenience store. Monthly promotions inside the Express store are called out in this channel.

WINDOW CLINGS

In any given month, there are three window spots available--one being a healthy option. This program is designed to communicate Express store offers.

PUMP TOPPERS

With more than 2,000 fuel pumps worldwide, the Express pump topper program provides a perfect opportunity to drive customers inside the Express and capture Express store sales.

WINDOW WASHER SIGNING

Window washer sponsorship provides a 3-month position to inform customers of special offers or sales, or a perfect place to encourage participation in cause marketing.

TRAY LINERS

The Exchange provides paper tray liners at all of its Food Court operations throughout the world. They are placed on Food Court and Exchange restaurant trays as a part of our service operation. Where else can you find a sit-down captive audience to advertise your product?

ADDITIONAL OPPORTUNITIES

Media	Frequency	Quantity	Rate	Submission
Endcap Placement	Monthly	Variable	Rate negotiated w/ contracting officer	60-Days
Column Communicator	Monthly	1,700	\$12,000	90-Days
Pump Topper	Monthly	1,700	\$12,000	90-Days
Window Cling	Monthly	412 Stores	\$18,000	90-Days
Window Washer Signing	12 Weeks	1,700	\$12,500	60-Days
Tray Liner	Variable	1,000,000	\$39,726	60-Days