



**DEFENSE COMMISSARY AGENCY**  
**HEADQUARTERS**  
**1300 E AVENUE**  
**FORT LEE, VIRGINIA 23801-1800**

MPM

December 29, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-98

SUBJECT: Industry Requests for CONUS/OCONUS Promotions

The purpose of this notice is to provide guidance to industry on our revised process of promoting vendor specific products or services through the Defense Commissary Agency's (DeCA) marketing platforms.

### **DIGITAL MARKETING PLATFORMS**

#### ***Social Media, Website - Commissaries.com, Bi-Monthly Sales News Release***

All graphics must include the DeCA Commissary logo and must be equal to or greater in size than the vendor logo. In addition, the following disclaimer must be included on the graphic in legible copy: "*The use of the name "Defense Commissary Agency" or its logo contained herein regarding specific brands, industry members, or service by trade name, trademark, manufacturer, or otherwise, does not constitute or imply its endorsement, recommendation, or favoring by the Defense Commissary Agency, its directors or employees.*" Any applicable handles or hashtags must be provided. DeCA reserves the right to edit content to meet sizing and Agency requirements. Frequency of posting and platform designation shall be determined by DeCA. Content with image(s) of children will not be published. The vendor releases DeCA from any copyright infringement through the submission of the Industry Marketing Support Request Form, (Attachment A).

Any contests with 3rd party websites must not collect consumer information for sale or sharing. Prizes, coupons or gift cards must benefit our customers directly and cannot promote off- installation retailers. Media will be displayed in the "Contests & More" section of commissaries.com: <https://www.commissaries.com/rewards-and-savings/savings-center/current-promotions>

The bi-monthly news releases are brief summaries covering special deals to authorized patrons including contests, giveaways, and deep discounts. The news release is distributed worldwide to all military public affairs, newspapers, websites, publication, social media, radio and TV locales - providing an opportunity for vendors to be highlighted.

## **FORMS**

### Industry Marketing Support Request Form

The Industry Marketing Support Request Form, (Attachment A), is used to articulate what is being requested, such as a brief promotion description, the level of support requested and the design specifications/formats required for all submissions.

The submission of this form to DeCA indicates consent to any editing, use or reuse of said products for non-profit purposes by DeCA, the Department of Defense and their partners. Further, submission releases DeCA and its representatives from all claims, demands and liabilities whatsoever in connection with this Marketing Request.

The completed Industry Marketing Support Request Form and any supporting materials must be submitted no less than 1 month before the event begins. Incomplete requests will be returned to the submitter.

Industry Marketing Support Request Forms and other inquiries can be submitted to our Marketing Team at [MarketingSupport@deca.mil](mailto:MarketingSupport@deca.mil)

Norman E. Brown  
Director, Marketing

Attachments:

A. Industry Marketing Support Request Form

# ATTACHMENT A: Industry Marketing Support Request Form



## DeCA Marketing Support Request – Industry

VERSION: 12022022

General Information		
Promotion Name:		
Requested By:		
Email:		
Phone:		
Regional Promotion Area:	--	
Date Submitted:	NOTE: Submissions must be received 30 days prior to the start of the promotion.	
Promotion Start:		Promotion End:
Promotion Description		

Requested Level of Support (Select all requested assets that apply)			
<b>Social Media</b> (Social Channels)			
<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> Instagram	<input type="checkbox"/> Pinterest
Recommended Social Media Headline:			
Handles (List all that apply)		#Hashtags (List all that apply)	
<b>Other</b>			
<input type="checkbox"/>	<b>Website (Commissaries.com)</b> Any contests with 3rd party websites must not collect consumer information for sale or sharing. Prizes, coupons or gift cards must benefit our customers directly and cannot promote off-installation retailers.		
<input type="checkbox"/>	<b>News Release</b> Check this box if you wish DeCA to include this promotion in its promotion news release – generally in line with DeCA's display period promotions. DeCA reserves the right to edit content.		

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**ATTACHMENT A: Industry Marketing Support Request Form (continued)**



**DeCA Marketing Support Request – Industry**  
VERSION: 12022022

**DESIGN SPECIFICATIONS**

**Social Media**

**Facebook, Twitter and Instagram**

1080W x 1080H (in pixels)

**Pinterest**

1000W x 1500H (in pixels)

**QUALITY:** 96 DPI

**ACCEPTABLE FORMATS:** JPG only

**Website**

**Commissaries.com**

300W x 167H (in pixels) OR 1200W x 100H (in pixels)

**QUALITY:** 96 DPI

**ACCEPTABLE FORMATS:** JPG only

Please submit requests to:

[marketingsupport@deca.mil](mailto:marketingsupport@deca.mil)