



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

MPMP

NOTICE TO THE TRADE - DeCA NOTICE 20-09

SUBJECT: Industry Guidance for Collaboration on Defense Commissary Agency (DeCA) Digital Marketing Platforms

The purpose of this Notice to the Trade is to advise industry members of the requirements necessary to share content on DeCA's digital marketing platforms.

1. Industry must submit all requests for DeCA Marketing support to [marketing@deca.mil](mailto:marketing@deca.mil) using the attached DeCA Marketing Support Request form. (*See Attachment 1 – Blank Form & Attachment 2 – Sample Form*)
  - a. All fields are required on this form. If industry does not properly complete the form or submit it in accordance with the required schedule to allow DeCA to meet the suspense date, as defined in Part 16 of this NTT, DeCA may not be able to support the event.
2. If industry requests DeCA personnel attend an industry-sponsored event to cover it on its digital platforms, it is required that the requesting party share the DeCA-generated post across their digital platforms.
3. Content/media for DeCA's digital platforms must highlight more than one manufacturer's product (e.g., holiday products, coupons or new products).
4. All content and media must comply with accessibility standards and policies set under Section 508 of the Rehabilitation Act of 1973. You may review the official federal policy on 508 compliance by visiting [GSA's Section 508 website](#); you may also find it helpful to download their [Revised 508 Standards Applicability Checklist](#).
  - a. Submissions must be fully compliant with these standards, examples include:
    - i. Only using images of text for pure decoration or when a certain presentation of text is essential to convey information. *Logotypes - text that is part of a logo or brand name - are considered essential.*
    - ii. Providing captions for all live and prerecorded audio content in synchronized media. *There is an exception for prerecorded audio content if the media is a media alternative for text and clearly labeled as such.*
    - iii. Providing text alternatives for any non-text content – e.g., using the “alt” tag to convey the meaning of an image - so that it can be changed into other forms people need.

5. Digital Platform Image Sizes

	Facebook	Instagram	Twitter	Pinterest
Image Size (in pixels)	1080 x 1200	1080 x 1080	1080 x 1200	416 x 525
Event Image (in pixels)	500 x 262			

6. Prices cannot be posted on content or photos; however, percentage of savings is acceptable.
7. Relevant disclaimers must be included on all content/media.
- a. Examples:
- i. Products may not be available at all commissaries; CONUS Stores only.
  - ii. The appearance of DeCA’s logo does not imply endorsement of product or service.
    - 1. For photos that will be posted on the website, this disclaimer will not be placed on the photo, but will accompany the photo as a separate text on the page.
  - iii. Promotion offered at participating commissaries through MM/DD/YY while supplies last.
8. All media used in the industry-provided artwork must be copyright-free or industry must already have obtained the necessary model release or required royalty-free licenses and any other pass-through rights from manufacturers for industry’s and DeCA’s use. Industry must provide written acknowledgement of this.
9. Industry must provide written permission to use partnership copyright logos and logo lockups for special events included on content/media (e.g., Special Olympics, Army/Navy Game or ProCamps).
10. DeCA’s logo must be featured on all media to display the partnership with the Commissary. The size of DeCA’s logo must be equal to or larger than any other logo(s) displayed.
11. Industry must provide any requested hashtags when submitting content for DeCA’s digital platforms.
12. By submitting the DeCA Marketing Support Request form, industry agrees to allow DeCA to modify imagery and/or other content (e.g., removing products/pricing or adding disclaimers), as appropriate.
- a. Therefore, industry must submit artwork to DeCA for any and all graphics. PDF artwork is acceptable, but layered native file (PSD, AI or InDesign) is preferred.
13. Photos must be at least 300 DPI and submitted in .jpg, .png or .svg format.

14. All communication for digital (social media, email marketing and blog) collaboration should be addressed to [marketing@deca.mil](mailto:marketing@deca.mil), except for event marketing.

a. For events only: Industry must send an email to [socialchat@deca.mil](mailto:socialchat@deca.mil) when requesting an event to be posted on DeCA’s event platform.

15. Industry will comply with the schedule below in submitting the DeCA Marketing Support Request Form:

<b><u>Request</u></b>	<b><u>Weeks Prior to Suspense</u></b>
DeCA designed and produced digital images	10
DeCA use of industry designed print media, digital images, videos, and radio spot requests produced by industry	8
Use of Exchange radio	4
DeCA sharing/engaging from industry’s digital platforms (includes retweets, likes, shares, etc.)	3
DeCA create social media post for industry	3
Requesting attendance or coverage of an event by DeCA digital marketing team for Facebook live and photos	10

16. The points of contact for this Notice to the Trade are Yolanda Bowden, Chief, Patron Awareness (804-734-8000, ext. 48807) and Michael Pulley, Chief, Promotions and Marketing (804-734-8000, ext. 48521).

Hector Granado  
Director, Marketing

Attachment

1. Blank Form
2. Sample Form