



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

IN REPLY  
REFER

TO

MPMP

August 30, 2018

NOTICE TO THE TRADE - DeCA NOTICE 18-63

SUBJECT: Industry Guidance for Collaboration on DeCA's Digital Platforms

The purpose of this Notice to the Trade is to advise Industry of the requirements to share content for the Defense Commissary Agency's digital platforms.

1. Content/photos for DeCA's digital platform must highlight more than one manufacturer's product (i.e. Holiday Items, Coupons, New products etc.)
2. Prices cannot be posted on content or photos, however percentage of savings is acceptable.
3. Disclaimer should be included on all content/photos. Example: Products may not be available at all commissaries; CONUS Stores only. We would also require: The appearance of the Defense Commissary Agency's logo does not imply endorsement of product or service.
4. Industry must provide permission to use partnership copyright logos and logo lock-ups for special events included on content/photos (i.e. Special Olympics, Army/Navy Games etc.).
5. DeCA's logo should be included on all content/photos to display the partnership with the Commissary. DeCA's logo should be larger or of equal size of logos being displayed.
6. Include hashtags when providing content/photos for DeCA's digital platforms.
7. Send an email when you want an event tagged on an Industry digital platforms.
8. All photographs 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.
9. Industry must allow DeCA to modify or alter imagery, limited to removing products and pricing, as necessary and adding disclaimers as required.
10. Photos must be at least 300 DPI, .jpg, .png or .svg format.
11. All communication for digital (social media, newsletter and blog) collaboration should be addressed to [socialchat@deca.mil](mailto:socialchat@deca.mil).

Points of contact are Yolanda Bowden, Chief, Patron Awareness (804) 734-8000, extension 48807, and Kelly Schoot, Lead Business Information Specialist, Patron Awareness (804) 734-8000, extension 48308.

Hector Granado  
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