

Get your

MILITARY MARKET SHARE!

2016

ADVERTISING OPPORTUNITIES

NAVAL WEAPONS STATION SEAL BEACH



Advertising Revenues Benefit Navy Quality of Life Programs
www.navylifesw.com/sealbeach

PARTNER WITH MWR ABOARD NWS SEAL BEACH

Reach the
Military Market
That Contributes
\$136 Million
to the Local
Economy!

Advertising with Morale, Welfare & Recreation (MWR) aboard Naval Weapons Station (NWS) Seal Beach puts you in direct contact with more than 2,010 active duty military, reservists, retirees and Department of Defense (DoD) civilians at their workplaces, homes and online. Annually, more than 136 million defense dollars flow into Los Angeles and Orange County.

NWS Seal Beach is the Navy's primary West Coast ordnance storage, loading and maintenance installation with an average of 50 vessels loaded or unloaded each year. The weapons station services a majority of the U. S. Pacific Fleet.

MWR facilities at NWS Seal Beach receive 480,704 exposures annually from visiting ships, Sailors, military families and the public. Recreation events and entertainment include those at the PGA rated Navy Golf Course and Eagle's Nest Clubhouse that is open to the public. The golf course features a driving range, putting green, pro-shop, restaurant and catering facilities in a picturesque setting

Contact us today for information on how you can reserve your preferred advertising in our Discount Ticket brochure, Events E-Calendar, digital signage, banners, posters, countertop signs or our MWR vehicles to start building your brand awareness with NWS Seal Beach's military consumers. When you support our military with your advertising messages, you are building awareness and desirability about your company, product or service.

Promote your company through our advertising opportunities and be recognized for your commanding position as a market and community leader in support of the military. I look forward to your call and the opportunity to partner with you and your company.

Sincerely,
John Clingan
Installation Program Director
Phone: 562-626-7615 • Fax: 562-626-7671
John.Clingan@navy.mil

FOR ADVERTISING OPPORTUNITIES, CONTACT

JOHN CLINGAN • 562-626-7615 • JOHN.CLINGAN@NAVY.MIL

ADVERTISING REVENUES BENEFIT NAVY QUALITY OF LIFE PROGRAMS

FACTS ABOUT NWS SEAL BEACH

\$136,200,000 defense dollars flow into Los Angeles and Orange Counties

\$38,900,000 in military salaries and other compensation for active-duty, reservists and civilians

\$12,975,768 in military retirement and veterans benefits

MILITARY DEMOGRAPHICS

100% MWR patrons shop at off-base stores, averaging 4.3 visits per month

95% Plan on furthering their education and can receive up to \$3,500 in tuition assistance

73% Active duty are male, average age is 26 and average length of service is 10.2 years

73% Active duty live off base

61% Plan on buying a new vehicle within 12 months

55% Are married

15% Are officers

GET YOUR MILITARY MARKET SHARE!

DISCOUNT AMUSEMENT TICKET BROCHURE

Discount Amusement Ticket brochures are printed quarterly with an average printing of 500 each run. Ticket brochures are distributed to the ticket office and other MWR facilities. It is also available online at www.navylifesw.com/sealbeach.

BLACK & WHITE AD (QUARTERLY ISSUE) (PDF, TIFF, JPEG AND CMYK FORMATS; 300 DPI)

Full-Page Ad (3½"w x 10¼"h)	\$250
Half-Page Ad (3½"w x 5"h)	\$100
Quarter-Page Ad (3½"w x 3"h)	\$75

EVENTS E-CALENDAR

This bi-weekly (every two weeks) e-calendar highlights recreational opportunities for our military, their families, DOD employees and retirees. The e-calendar is emailed to 7,000+ military and civilian readers each issue.

MONTHLY RATES (ADVERTISER PROVIDED)

Business Card Ad (3½"w x 2"h)	\$50
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DIGITAL SIGNAGE

Maximize your advertising exposure in our facilities with full color digital signage located in high-traffic areas aboard NWS Seal Beach. Slide advertisements are shown on large digital displays for 20 seconds and silent videos are run for 15 seconds and 30 seconds at 10 locations with monthly exposures of 27,230. Limited amount of air time will be contracted on a first come, first serve basis.

MONTHLY SLIDE RATES (JPEG FORMAT; 1920 X 1080 PIXELS AT 72 PPI)

20 Seconds	\$200
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MONTHLY SILENT VIDEO RATES (MPEG-4 FORMAT; 1920 X 1080 PIXELS IN HD OR NORMAL QUALITY AND WIDE OR FULL SCREEN SIZE)

30 Seconds	\$300
15 Seconds	\$250



GOLF COURSE ADVERTISING

One of the gems of the Pacific Fleet, the Navy Golf Course and driving range is a 10-minute drive from the base in the town of Cypress. This PGA-rated, 27-hole course has a driving range, putting green, pro shop, restaurant and catering facility in a picturesque setting. Display your full-color ads on tee box signs at the putting greens and on the driving range dividers. Slides can also be shown on our golf course information screens and golf cart signs. Our golf facilities record average patron monthly utilization of 13,416.

RATES PER MONTH (ADVERTISER-PROVIDED, RATES ARE REDUCED WITH FREQUENCY):

Golf Course Video Board 15 second slide (JPEG format; 1920 x 1080 pixels at 72 ppi)	\$225
Golf Course Bench (36" w x 12" h, PVC 1/8" thick, drilled 4 corners)	\$200/bench
Scorecard (3" w x 1 1/8" h)	\$150
Tee-Box Sign	\$150/hole
Golf Cart Signage (8 1/2" w x 12" h)	\$100/cart
Driving Range Divider (5' w x 8" h)	\$50/divider

GPS ADVERTISING (ADVERTISER-PROVIDED, PER COURSE)

GPS Customized One-Hole Combo (banner and green-side ad)	\$250
GPS Banner Ad (234 x 100 px)	\$175
GPS Green-Side Ad (234 x 330 px)	\$100

COUNTERTOP SIGNS (8 1/2" W X 11" H)

Clubhouse	\$175
Pro Shop	\$150

ADVERTISING ORDER FORM

BUILD YOUR BUSINESS WITH THE MILITARY MARKET
BY CHOOSING FROM OUR ADVERTISING PACKAGES

DISCOUNT AMUSEMENT TICKET BROCHURE

Number of Month(s): _____ Month(s) Desired: _____

MONTHLY RATE

- Full-Page Ad (3½" w x 10¼" h) \$250
- Half-Page Ad (3½" w x 5" h) \$100
- Quarter-Page Ad (3½" w x 3" h) \$75

EVENTS E-CALENDAR

Number of Month(s): _____ Month(s) Desired: _____

MONTHLY RATE

- Business Card Ad (3½" w x 2" h) \$50

GOLF COURSE ADVERTISING

Number of Month(s): _____ Month(s) Desired: _____

MONTHLY RATE

- Video Board Slide (15-seconds) \$225
- Bench (36" w x 12" h, PVC 1/8" thick, drilled 4 corners) \$200/bench
- Score Card \$150
- Tee-Box Sign \$150/hole
- Golf Cart Signage (8 ½" x 11") \$100/cart
- Driving Range Divider (5' w x 8" h) \$50/divider

GPS ADS (PER HOLE)

- Customized One-Hole Combo (Banner and Green Side Ad) \$250
- Banner Ad (234 x 100 px) \$175
- Green-side Ad (234 x 330 px) \$100

COUNTERTOP SIGNS (8½" w x 11" h)

- Clubhouse \$175
- Pro Shop \$150

FITNESS & SPORTS CENTER ADVERTISING

Number of Month(s): _____ Month(s) Desired: _____

MONTHLY RATE

- Banner (4' w x 2' h) \$250
- Countertop Brochure (up to 8½" x 11") \$100
- Countertop Sign (8½" x 11") \$75

RV PARK AND DISCOUNT AMUSEMENT TICKET OFFICE ADVERTISING

- Poster (2' w x 4' h) \$375 (annual rate)

Number of Month(s): _____ Month(s) Desired: _____

MONTHLY RATE

- Flyer Display (8½" x 11") \$75
- Free-Standing Sign (2' w x 6' h) \$50
- Business Card Display \$25

NAVY REGION SOUTHWEST BASES SERVICES DIRECTORY

Rates for 2016-17 issue.

Number of Ad(s) Desired: _____

COLOR AD

- Full-Page Back Cover (4 1/8" w x 7" h) \$4,000
- Full-Page Inside Cover (4 1/8" w x 7" h) \$3,000
- Half-Page Inside Cover (4 1/8" w x 3 1/2" h) \$2,500
- Full-Page (4 1/8" w x 7" h) \$2,000
- Half-Page (4 1/8" w x 3 1/2" h) \$1,500

DIGITAL SIGNAGE

Number of Month(s): _____ Month(s) Desired: _____

MONTHLY SLIDE RATES

(jpeg format; 1920 x 1080 pixels @ 72 ppi)

- 20 Seconds \$200

MONTHLY SILENT VIDEO RATES

(mpeg-4 format; 1920 x 1080 pixels in HD or normal quality and wide or full screen size)

- 30 Seconds \$300
- 15 Seconds \$250



Navy Golf Course Community Center Clubhouse

ALL PROMOTIONAL MATERIALS MUST BE APPROVED BY MWR AND PROVIDED BY ADVERTISER



Please fax this form to:

JOHN CLINGAN, Installation Program Director at 562-626-7671

email to: John.Clingan@navy.mil

or mail to: NWS Seal Beach MWR; 800 Seal Beach Blvd. Building 10;
Seal Beach, CA 90740-5000

Company Name: _____

Contact Name: _____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Please charge my (circle one) MasterCard VISA

Cardholder's Signature: _____

Print Cardholder's Name: _____

Card Number: _____

Expiration Date: ____/____/____ Authorized Amount: \$ _____

_____ Check (Company only) enclosed, payable to CNRSW/MWR

GET YOUR MILITARY MARKET SHARE!

FACILITY ADVERTISING

MWR operates a Fitness and Sports Center on the base. The Center provides the necessary equipment, classes and competition to maintain the physical readiness of our Sailors. The Center is also open to active duty Air Force, Marine, Coast Guard, Army and military family members, retirees and civilian employees. The Center records an average patron utilization of 4,306 monthly.

RATES PER MONTH (ADVERTISER-PROVIDED, RATES ARE REDUCED WITH FREQUENCY):

Fitness Banner (4'w x 2'h)	\$250
Fitness Countertop Brochures (8½"w x 11"h)	\$100
Fitness Countertop Signs (up to 8½"w x 11"h)	\$75

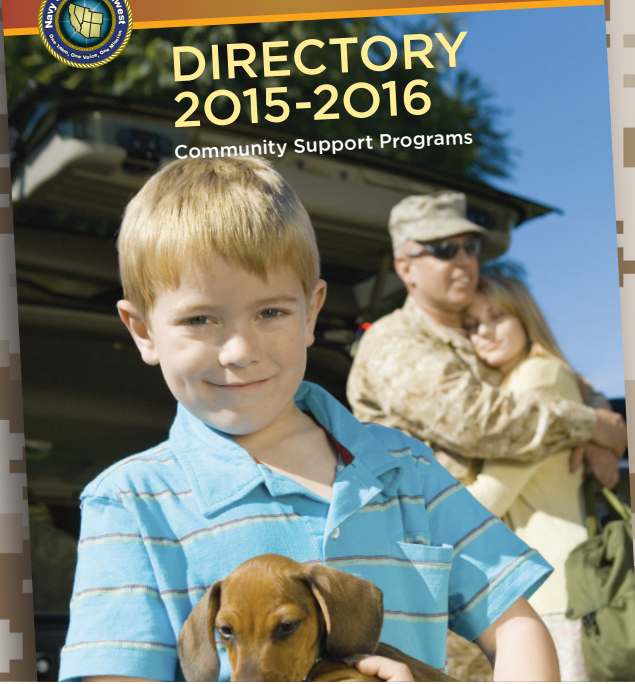




NAVY REGION SOUTHWEST

DIRECTORY 2015-2016

Community Support Programs



NAVY REGION SOUTHWEST BASES SERVICES DIRECTORY

Navy Region Southwest (NRSW) Fleet & Family Readiness (FFR) offers an annual Services Directory (45,000 published) for all military personnel and their families. This publication is distributed through Navy Welcome Aboard packets, Family Housing Welcome Centers, Bachelor Housing, MWR facilities and Fleet & Family Support Centers. Download or view the current directory on the Navy FFR regional website at www.navalifsw.com. Ad space is limited; the deadline for artwork is April 8, 2016 with an issue date of June 1, 2016.

ANNUAL RATE (ADVERTISER-PROVIDED COLOR AD)

Full-Page Back Cover (4 $\frac{1}{8}$ "w x 7"h)	\$4,000
Full-Page Inside Cover (4 $\frac{1}{8}$ "w x 7"h)	\$3,000
Half-Page Inside Cover (4 $\frac{1}{8}$ "w x 3 $\frac{1}{2}$ "h)	\$2,500
Full-Page (4 $\frac{1}{8}$ "w x 7"h)	\$2,000
Half-Page (4 $\frac{1}{8}$ "w x 3 $\frac{1}{2}$ "h)	\$1,500

GET YOUR MILITARY MARKET SHARE!



RV PARK & DISCOUNT AMUSEMENT TICKET OFFICE

The RV Park and Discount Amusement Ticket Office has an average of 7,730 patrons pass monthly through their office. Make sure our customers are thinking of your business while they plan their leisure activities. Your poster, flyer, free-standing sign or business card can capture their attention and influence their purchasing decisions.

RATES PER MONTH (ADVERTISER-PROVIDED, RATES ARE REDUCED WITH FREQUENCY):

Poster (2'w x 4'h)	\$375/year
Flyer Display (8½" x 11")	\$75/month
Free-Standing Sign (2'w x 6'h)	\$50/month
Business Card Display	\$25/month



Originally opened as an 18-hole venue in 1966, the Navy Golf Course is now a 27-hole complex occupying 220 acres in Orange County, California. With a recently completed multi-million dollar full-service clubhouse and restaurant, the facilities at the Navy Golf Course continue to evolve and expand with future plans to add 18 cottage duplexes for overnight and extended vacations. The 18-hole championship Destroyer Course is a 6,780 yard challenge for even the most seasoned golfer, while the 9-hole executive Cruiser Course offers an ideal setting for a leisurely round with family and friends.

I look forward to your call and the opportunity to partner with you and your company.

John Clingan
Installation Program Director
Phone: 562-626-7615 • Fax: 562-626-7671
John.Clingan@navy.mil

GET YOUR MILITARY MARKET SHARE!



NAVAL WEAPONS STATION SEAL BEACH 2016 ADVERTISING OPPORTUNITIES

INSTALLATION PROGRAM DIRECTOR

NWS SEAL BEACH MWR

800 Seal Beach Blvd, Bldg 10

Seal Beach, CA 90740