# Get your MILITARY MARKET SHARE! ADVERTISING OPPORTUNITIES SAN DIEGO METRO NAVAL BASES



#### **CONTACT US TODAY!**

sponsorship@mwrsw.com

# LEVERAGE THE BUYING POWER OF THE SAN DIEGO MILITARY COMMUNITY

Reach the Military Market That Contributes \$51 Billion to the Local Economy! Get your share of the military market!
Advertising aboard San Diego Metro Naval bases builds awareness and excitement for your company, product or service through exposure within San Diego's warfighter military community of 500,000+. MWR advertising is displayed in high-traffic areas on six Navy installations in San Diego County: Naval Air Station North Island,

Naval Amphibious Base, Naval Base Point Loma-Harbor Drive Annex, NBPL-Subase, Naval Base San Diego and Naval Medical Center San Diego. Contact us today for information on how you can reserve preferred advertising space in The Wave digital magazine, digital signage, theaters, banners, posters, countertop signs or our MWR vehicles. Start building your brand awareness with San Diego's military consumers.

According to the 2019 San Diego Military Advisory Council (SDMAC) military economic impact study, \$28.1 Billion national security dollars were spent in the San Diego area causing an economic ripple effect of \$51 billion benefiting the local economy. Promote your company through Morale, Welfare and Recreation (MWR) advertising opportunities and be recognized for your commanding position as a market and community leader in support of warfighter families.

Call today to reach the military market!

For advertising opportunities contact 619-532-2930 sponsorship@mwrsw.com

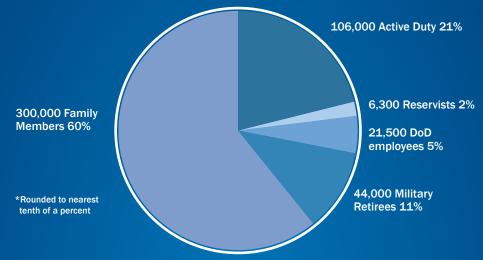


# FOR ADVERTISING OPPORTUNITIES, CONTACT

619-532-2930 • SPONSORSHIP@MWRSW.COM
ADVERTISING SUPPORTS NAVY QUALITY OF LIFE PROGRAMS

# FACTS ABOUT SAN DIEGO MILITARY

Advertising with MWR puts you in direct contact with over 500,000+ military community members in their workplaces, their homes and online in San Diego County.\*



# **MILITARY DEMOGRAPHICS**

100%	MWR patrons shop at off-base department or specialty 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 is 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!**

#### THE WAVE MAGAZINE

MWR produces a digital, bi-monthly magazine highlighting upcoming MWR events. The Wave is available online at <a href="https://www.navylifesw.com/sandiego">www.navylifesw.com/sandiego</a> and directly emailed to 10,000+ military families in the San Diego Metro area.

# WAVE ROLL INTO

#### BI-MONTHLY ISSUE RATE

(PDF, TIFF, JPEG AND CMYK FORMATS; 300 PPI)

FULL COLOR AD	6X	3X	1 X
Full-Page Inside Front of Back Cover (71/2"w x 10"h)	\$3,188	. \$3,375	.\$3,750
Half-Page Inside Front or Back Cover (7½"w x 4¾"h).	\$2,125	. \$2,250	.\$2,500
Full-Page (7½"w x 10"h)	\$1,913	. \$2,025	.\$2,250
Half-Page (7½"w x 4¾"h)	\$1,275	. \$1,350	.\$1,500
Quarter-Page (3½"w x 4¾"h)	\$1,063	. \$1,125	.\$1,250

#### **DIGITAL SIGNAGE**

ELILL COLOR AD

Maximize your advertising exposure with digital signage monitors located in high-traffic areas aboard six San Diego Naval installations. Vibrant, full-color slide advertisements are shown on large digital displays for 20 seconds and silent videos are run for 15 or 30 seconds at over 70 locations with over 900,000 monthly exposures.

#### MONTHLY SLIDE RATE (JPEG 1920 X 1080 PIXELS AT 72 PPI) 20 Seconds . . . . . . . . . . . . . . \$2,500



#### MONTHLY SILENT VIDEO RATE (MPEG-4; 1920 X 1080 PIXELS IN HD OR NORMAL QUALITY, WIDE OR FULL SCREEN SIZE)

#### WFBSITF ADS

The San Diego Metro Area website <a href="https://www.navylifesw.com/sandiego">www.navylifesw.com/sandiego</a> is a powerful advertising platform designed to drive military consumers to your products and services by delivering your promotional message. Your message will display at the top of the page in a five second loop giving you over 75,000 monthly impressions, as well as click-through capabilities to your organization's website.



MONTHLY RATE (JPEG, 1125 x 420 PIXELS AT 72 PPI)	
Banner Ad	.\$3.500

#### MOVIE THEATER SLIDES AND VIDEOS

MWR provides free, first-run movies for Sailors and families daily at three San Diego Navy base movie theaters. Include your ad in our pre-feature program of movie slides and video advertising. These vibrant, full-color advertisements are shown on full-size movie screens. Advertising presentations run on a loop for 30-45 minutes prior to each movie. The average monthly attendance is over 24,000.

#### MONTHLY SLIDE RATE

(JPEG; 1920 X 1080 PIXELS AT 72 PPI)

Three Theaters

(NBSD, NASNI & NAB). . . . . . . . . \$1,500

#### MONTHLY VIDEO RATE

(MPEG-4; 1920x1080 PIXELS IN HD OR NORMAL QUALITY, WIDE OR FULL SCREEN SIZE)



#### **VEHICLE WRAPS**

MWR staff drives vehicles to make deliveries, support base events and transport active duty to recreation areas located throughout Southern California. Advertiser supplies, installs and removes wraps.

#### **ANNUAL RATE**

MWR Marketing Vehicle. . . . . . \$10,000 Mobile Ticket Vehicle . . . . . . \$10,000



## **GET YOUR MILITARY MARKET SHARE!**

#### **FACILITY ADVERTISING**

Maximize your advertising exposure in MWR's liberty centers, gyms/fitness centers, community recreation (CR) centers, golf courses, bowling centers, and auto skills centers for our military families. Liberty centers and community recreation centers average over 38,000 attendees monthly. Fitness facilities, sports fields, and courts serve 167,000 monthly. Bowling centers serve an average of 55,000 monthly. Auto skills centers serve a total of 1,400 monthly. Three golf courses serve 23,000 monthly.

#### **BANNERS**

(PER MONTH)	Monthly	Individual
(2'W X 7'H OR 6'W X 3'H)	Package	Sites
Fitness Facilities (7)	. \$2,500.	.\$500
Liberty/CR Centers (6)	. \$2,100.	.\$375
Golf Courses (3)	. \$1,500.	.\$550
Bowling Centers (2)	. \$1,200.	.\$650
Auto Skills Centers (2)	. \$1,000.	.\$600



#### **POSTERS**

(PER MONTH) (22"W x 28"H)

Fitness Facilities (7)	\$1,750\$300
Liberty/CR Centers (6)	\$1,500\$300
Golf Courses (3)	\$1,000\$400
Bowling Centers (2)	\$800\$450
Auto Skills Centers (2)	\$800\$450





#### COUNTERTOP BROCHURES/ FLYERS

(PER MONTH)

Fitness Facilities (7)	. \$1,500\$250
Liberty/CR Centers (6)	. \$1,000\$200
Golf Courses (3)	. \$750 \$300
Bowling Centers (2)	. \$500 \$300
Auto Skills Centers (2)	. \$400 \$250



#### **GOLF COURSE**

(PER MONTH) (JPEG; 480 W x 639 H PIXELS AT 72 PPI)

Monthly Individual Package Sites

GPS Ad, 6 Holes (2) . . . . . . . \$1,000 . . \$600 GPS Ad, 3 Holes (2) . . . . . . \$600 . . . \$400



(PER DAY)
(ADVERTISER-PROVIDED SAMPLES)

Fitness Facilities	\$450
Liberty/CR Centers	\$400
Golf Courses	\$300
Bowling Centers	\$250
Auto Skills Centers	\$200



#### LARGE FORMAT ADVERTISING

Tell your story in a big way using counter and wall wraps in high traffic areas on the San Diego Metro bases. Spaces can be customized to meet your goals. Contact us for availability.



#### LARGE FORMAT ADVERTISING

Tell your story in a big way using counter and wall wraps in high traffic areas on the San Diego Metro bases. Spaces can be customized to meet your goals. **Contact us for pricing and availability.** 







# GET YOUR MILITARY MARKET SHARE AND CONTACT US TODAY!



# SAN DIEGO ADVERTISING OPPORTUNITIES

#### REGIONAL COMMERCIAL SPONSORSHIP DEPARTMENT

Navy Region Southwest (MWR) 937 N. Harbor Drive, Box 58 San Diego, CA 92132-0058



\*For advertising opportunities, contact 619-532-2930 • sponsorship@mwrsw.com\*