

Get your

MILITARY MARKET SHARE!

2016

ADVERTISING OPPORTUNITIES

NAVAL SUPPORT ACTIVITY MONTEREY



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

PARTNER WITH MWR ABOARD NSA MONTEREY

Reach the
Military Market
That Contributes
\$762 Million
to the Local
Economy!

Contact us now for information on how you can reserve your preferred advertising in our Peacock Press magazine, on banners, posters, countertop signs or our MWR vehicle to start building your brand awareness with NSA Monterey's military consumers who contribute more than \$762 million yearly to the economy of Monterey County.

Naval Support Activity (NSA) Monterey is located in Monterey, California, 120 miles south of San Francisco on the Pacific Ocean. The base provides primary support to the Naval Postgraduate School (NPS), Navy Research Lab (NRL), and the Fleet Numerical Meteorology and Oceanography Center (FNMOC). NPS is the largest producer of advanced graduate degrees for the Department of Defense and proudly graduates thousands every year from all services and from more than 50 countries. Monterey County's population is estimated at 30,752 with an average median household income of \$80,000. Aboard NSA Monterey, base personnel, faculty, staff and military personnel visit NSA Monterey's MWR facilities nearly 250,000 times yearly. With your message displayed on banners, posters, countertop signs and more, you are supporting our military while reaching an affluent target audience and receiving hundreds of thousands of exposures!

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

Sincerely,

Cecilia S. Legario
MWR Marketing Coordinator
831-656-1170
cslegari@nps.edu

Lindsay Carver
Community Activities/
Liberty Coordinator
831-656-7955
llcarver@nps.edu

FOR ADVERTISING OPPORTUNITIES, CONTACT

CECILIA LEGARIO • 831-656-1170 • CSLEGARI@NPS.EDU

LINDSAY CARVER • 831-656-7955 • LLCARVER@NPS.EDU

ADVERTISING REVENUES BENEFIT NAVY QUALITY OF LIFE PROGRAMS

FACTS ABOUT NSA MONTEREY

\$762,000,000

Defense money flows into Monterey County

\$365,000,000

In military salaries and other compensation for active-duty, reservists and civilians in military retirement and veterans benefits

\$17,800,000

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!

PEACOCK PRESS MAGAZINE

This is the must-have information guide for what's happening on and around NSA Monterey! Capture an average of 2,500 exposures quarterly and 10,000 or more yearly with your company's advertising message. Civilian and military personnel know this is where they will find Tickets & Tours offers, local area events, Fleet & Family Support Center information and MWR activities, events and facilities listings. MWR produces 2,500 copies of this color, glossy magazine three times yearly.

The Peacock Press is delivered to MWR facilities including the gym, golf course and driving range, which are visited by eligible patrons 40,274 times monthly! Navy Gateway Inns & Suites (NGIS) receives 1,000 copies to maintain a current magazine in each of its 200 transient rooms (average occupancy 173 rooms nightly) and in the lobby. An additional 250 subscribers receive a copy via email or standard mail and electronic access is available online at www.navalnavylifesw.com.

RATES PER QUARTERLY ISSUE (RATES ARE REDUCED WITH FREQUENCY)

COLOR AD

Full-Page (7½" w x 10" h)	\$350
Half-Page (7½" w x 4¾" h)	\$200
Quarter-Page (3½" w x 4¾" h)	\$125

COLOR COVER AD

Inside Front Back Cover (7½" w x 10" h)	\$450
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FACILITY ADVERTISING

MWR is a well-known and widely used network of support and leisure services designed for use by the military, their families, civilian employees, military retirees and other eligible patrons.

Aboard NSA Monterey, thousands of eligible patrons and their families make use of these MWR benefits daily. Your message displayed on banners, posters and countertop signs can capture this untapped target audience and maximize your advertising exposure. Build brand awareness at MWR's base fitness center which serves an average of 8,790 monthly.

Reach 28,462 recreational enthusiasts annually who maintain their RV at the base storage facility annually. At the RV Campground your message will be seen by an average of 1,758 patrons monthly. Your advertisement will be seen up to 3,000 times a month at the child, teen and youth centers.

Display your advertising message at all of NSA Monterey's MWR facilities for a total annual exposure of more than 483,298.

MONTHLY RATE (ADVERTISER-PROVIDED, RATES ARE REDUCED WITH FREQUENCY)

BANNERS (6'W X 3'H)

Fitness Facility	\$250
RV Campground	\$75
RV Storage	\$75

POSTERS (22"W X 28"H)

Fitness Facility	\$200
RV Campground	\$75

COUNTERTOP SIGNS

(8½"W X 11"H)

Fitness Facility	\$150
Child/Youth/Teen Centers	\$100
RV Campground	\$50

COUNTERTOP BROCHURES

(4"W X 10"H)

Fitness Facility	\$150
Child/Youth/Teen Centers	\$100
RV Campground	\$50

ADVERTISING ORDER FORM

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

PEACOCK PRESS MAGAZINE

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

Please select your desired publication dates:

☐ June - September ☐ October - January 2017

☐ February - May 2017

RATES PER QUARTERLY ISSUE:

COLOR AD

☐ Half-Page (7½"w x 4¾"h)\$200

☐ Quarter-Page (3½"w x 4¾"h)\$125

COLOR COVER AD

☐ Inside Front or Back Cover (7½"w x 10"h).....\$450

NAVY REGION SOUTHWEST BASES SERVICES DIRECTORY

Rates for 2016-17 issue. Ad(s) Desired: _____

COLOR AD

☐ Full-Page Back Cover (4⅛"w x 7"h)\$4,000

☐ Full-Page (4⅛"w x 7"h).....\$2,000

☐ Full-Page Inside Cover (4⅛"w x 7"h).....\$3,000

☐ Half-Page Inside Cover (4⅛"w x 2½"h)\$2,500

☐ Half-Page (4⅛"w x 2½"h).....\$1,500

VEHICLE WRAP

ANNUAL RATE

☐ MWR Vehicle.....\$1,000

GOLF COURSE ADVERTISING

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

☐ Banner (6'w x 3'h).....\$300

☐ Poster (22"w x 28"h).....\$250

☐ Driving Range Divider\$250 (3 dividers)

☐ Countertop Brochures (4"w x 10"h) & Stands . \$200

☐ Golf Cart Signage\$175/cart

☐ Countertop Signs (8½"w x 11"h) & Stands . . \$200

☐ Tee Box Sign\$100/tee box

GPS ADS (PER HOLE)

Customized One-Hole Combo

(Banner and Green-side Ad)\$400

Banner Ad.....\$300

Green-Side Ad\$200

FACILITY ADVERTISING

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

BANNERS (6'w x 3'h)

☐ Fitness Facility\$250

☐ RV Storage\$75

☐ RV Campground\$75

POSTERS (22"w x 28"h)

☐ Fitness Facility\$200

☐ RV Campground\$75

COUNTERTOP SIGNS (8½"w x 11"h)

☐ Fitness Facility\$150

☐ Child, Youth & Teen Centers.....\$100

☐ RV Campground\$50

COUNTERTOP BROCHURES (4"w x 10"h)

☐ Fitness Facility\$150

☐ Child, Youth & Teen Centers.....\$100

☐ RV Campground\$50

DIGITAL SIGNAGE

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

☐ 30 Second Video:\$500

☐ 15 Second Video:\$250

☐ 30 Second Slide:\$300

☐ 15 Second Slide:.....\$200



Monterey Pines Golf Clubhouse

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



Please fax this form to:

CECILIA S. LEGARIO or LINDSAY CARVER, at 831-656-3677

email to: cslegario@nps.edu or llcarver@nps.edu

**or mail to: NSA Monterey MWR; Marketing & Commercial Sponsorship
1 University Circle (Building 220 Room 60); Monterey, CA 93943**

Company Name: _____

Contact Name: _____

Phone: _____

E-mail: _____

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 NRSW/MWR

GET YOUR MILITARY MARKET SHARE!

GOLF COURSE ADVERTISING

A favorite of Monterey peninsula golfers, Monterey Pines is a challenging course with spectacular views. The fully-stocked golf pro shop offers professional equipment fitting, private and group instruction at reasonable prices. The Monterey Pines Golf Course is open to the public, includes a driving range, grill and bar and is used by 115,939 patrons annually.

Tee box recognition may be purchased for company promotion or may be part of our customized GPS advertising package. GPS ads display when a cart is in play. Because the golfer spends much of the total round time in the cart, a great advertising opportunity is created. A GPS green-side ad is displayed on the full screen along with the yardage to the green until the golfer reaches the next tee box or enters the staging area. A GPS banner ad is shown when the golfer reaches the tee-box and continues to be displayed until 65 yards out from the center of the green of the hole that is being played.



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

Banner (6'w x 3'h)	\$300
Poster (22"w x 28"h).	\$250
Driving Range Divider	\$250 (3 dividers)
Countertop Brochures with Stands (4"w x 10"h) . . .	\$200
Golf Cart Signage (12"w x 12"h)	\$175/cart
Countertop Signs with Stands (8½"w x 11"h)	\$150
Tee Box Sign.	\$100/box

GPS ADVERTISING (PER HOLE)

Customized One-Hole Combo (banner and green-side ad)	\$400
Banner Ad (234 x 100 px)	\$300
Green-Side Ad (234 x 330 px)	\$200

DIGITAL SIGNAGE

Maximize your advertising exposure in MWR facilities with digital signage located in high-traffic areas aboard NSA Monterey. Vibrant, full-color slide and video advertisements are shown on large digital displays with monthly exposures of 21,226. Due to limited amount of air time, space will be contracted on a first come, first serve basis.

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

30 Second Slide:.	\$300
15 Second Slide:.	\$200

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

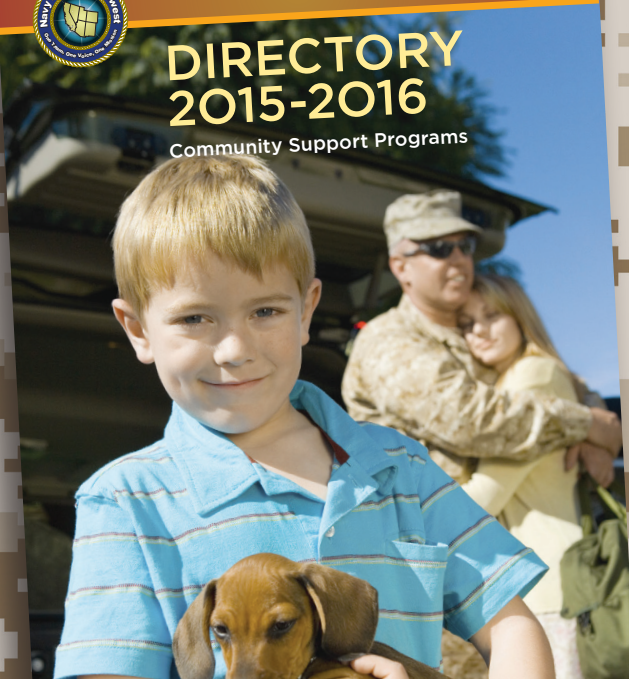
30 Second Video:	\$500
15 Second Video:	\$250



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 NRSW Base Services Directory (45,000 published) for all military personnel and their families. This approximately 28-page full-color 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 CSP regional website at www.navylifesw.com. Ad space is limited; the deadline for artwork is April 8, 2016. Issue date is June 1, 2016.

ANNUAL RATE (ADVERTISER-PROVIDED COLOR AD)

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

GET YOUR MILITARY MARKET SHARE!



Photo representation. Actual vehicles vary.

VEHICLE WRAP

Build brand awareness and desirability with this unique and catchy form of advertising. Vehicle wraps are an excellent way to get your company noticed and remembered. The Federal Highway Administration reports that a vehicle outfitted with an advertisement generates thousands of impressions per day.

Transform MWR's vehicle into your company's travelling billboard. Wrapped with your advertisement, it will be seen by up to 300 base personnel daily. Your message will receive up to 9,000 exposures a month and more than 108,000 impressions per year. Compare the monthly cost of a vehicle wrap to newspaper, radio or television advertising and you will realize the minimal cost of a vehicle wrap that advertises your message for a continuous 365 days.

Build brand recognition with everyone who sees your message on MWR's wrapped vehicle and raise your company's profile. Advertiser supplies, installs and removes wrap.

ANNUAL RATE

MWR Vehicle.	\$1,000
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Monterey Pines Golf Club continues to be the favorite for Monterey Peninsula golfers. Course conditions are challenging for all, well maintained with a great pace of play and friendly staff. All golf carts have a GPS unit that provides exact yardages from any location on the hole being played. We offer our servicemen and women an outstanding venue for golf at affordable rates. Multi-play golf passes may be purchased for an even greater savings.

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

Cecilia S. Legario
Marketing Coordinator
831-656-3677
cslegario@nps.edu

Lindsay Carver
Community Activities/Liberty Coordinator
831-656-7955
llcarver@nps.edu

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NAVAL SUPPORT ACTIVITY MONTEREY 2016 ADVERTISING OPPORTUNITIES

COMMERCIAL SPONSORSHIP | MARKETING COORDINATOR

NSA MONTEREY MWR

1 University Circle (Building 220 Room 60)
Monterey, CA 93943