

Get your
MILITARY MARKET SHARE!

ADVERTISING OPPORTUNITIES
NAVAL BASE VENTURA COUNTY



Advertising Revenues Benefit Navy Quality of Life Programs
www.navalivesw.com/ventura

Updated 5/17

PARTNER WITH MWR ABOARD NAVAL BASE VENTURA COUNTY

**Reach the
Military Market
That Contributes
\$2 Billion to the
Local Economy!**

Naval Base Ventura County (NBVC) is located just north of Los Angeles and is comprised of three Navy installations. San Nicolas Island is mainly used for conducting classified operations and training exercises. Point Mugu and Port Hueneme, separated by seven miles, offer a wide scope of recreation and entertainment options to the Navy community of Ventura County.

This major aviation shore command and naval construction force mobilization base provides airfield, seaport and base support services to fleet operating forces and shore activities.

NBVC and its tenants directly employ more than 19,000 military and civilian personnel and is the largest employer in Ventura County. Approximately 80 commands, representing all branches of the U.S. Military are stationed here. Annually, NBVC Morale, Welfare and Recreation (MWR) facilities are visited over 1.6 million times by eligible patrons, including active duty military, civilian personnel and military retirees. With your message displayed on banners, posters, theater slides and more, you are supporting our military while receiving many hundreds of thousands of exposures!

Contact us now for information on how you can reserve your preferred advertising. Start building your brand awareness with NBVC's military consumers and the Navy who together contribute \$2 billion yearly to the area's economy.

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

Sincerely,

Dan Alpern
NBVC MWR Marketing Director
805-982-5395
dan.alpern@navy.mil

Richard Cobb
NBVC MWR Marketing Coordinator
805-982-4431
richard.cobb4@navy.mil

FOR ADVERTISING OPPORTUNITIES, CONTACT

**DAN ALPERN • 805-982-5395 • DAN.ALPERN@NAVY.MIL
RICHARD COBB • 805-982-4431 • RICHARD.COBB4@NAVY.MIL**

ADVERTISING REVENUES BENEFIT NAVY QUALITY OF LIFE PROGRAMS

FACTS ABOUT NB VENTURA COUNTY

\$2,000,000,000

Defense money flows into Ventura County

\$711,100,000

In military salaries and other compensation for active-duty, reservists and civilians

\$302,100,000

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!

CURRENTS MAGAZINE

This is the must-have information guide for what's happening on and around NBVC! Capture 2,050 exposures 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. Electronic access is available online at www.navylifesw.com/ventura. Our very reasonable rates are as follows:

RATES PER QUARTERLY ISSUE (RATES ARE REDUCED WITH FREQUENCY)

COLOR AD

Full-Page (7½" w x 10" h)	\$500
Half-Page (7½" w x 4¾" h)	\$400
Quarter-Page (3½" w x 4¾" h)	\$250

COLOR COVER AD

Inside Front (7½" w x 10" h)	\$1,000
Half-Page Inside Front (7" w x 5" h)	\$800



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 NBVC, thousands of eligible patrons and their families make use of these MWR benefits daily. Your message displayed on banners, posters and signs can capture this untapped target audience and maximize your advertising exposure. Build brand awareness at MWR's base fitness centers and gyms which serve 49,618 monthly.

Reach an average of 3,255 junior enlisted active duty Sailors each month at the base Liberty Centers which have programs and special events, access to the internet, movies, video games, air hockey and so much more. At the bowling and recreation center that includes a snack bar, arcade games, cosmic bowling, and year round leagues for youth and adults, an average of 2,125 patrons visit monthly.

Reach an average of 2,314 patrons monthly at the base pools and capture the attention of 2,953 patrons monthly at the base RV Park. Display your advertising message at all of NBVC's MWR facilities for a total annual exposure of 1,465,027.

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

BANNERS (6'W X 3'H)

Fitness Facility (4)	\$500 per site
Liberty Center (Internet/Café) (2)	\$500 per site
Bowling Recreation Center (2)	\$500 per site
Pools (2)	\$500 per site
RV Park (2)	\$500 per site
Golf Course	\$500

POSTERS (22"W X 28"H)

Fitness Facility (4)	\$350 per site
Liberty Center (Internet/Café) (2)	\$350 per site
Bowling Recreation Center (2)	\$350 per site
Pools (2)	\$350 per site
RV Park (2)	\$350 per site
Golf Course	\$350

COUNTERTOP SIGNS (8½"W X 11"H)

Fitness Facility (4)	\$350 per site
Liberty Center (Internet/Café) (2)	\$350 per site
Bowling Recreation Center (2)	\$350 per site
Pools (2)	\$350 per site
RV Park (2)	\$350 per site
Golf Course	\$350

COUNTERTOP BROCHURES (4"W X 10"H)

Fitness Facility (4)	\$350 per site
Liberty Center (Internet/Café) (2)	\$350 per site
Bowling Recreation Center (2)	\$350 per site
Pools (2)	\$350 per site
RV Park (2)	\$350 per site
Golf Course	\$350

ADVERTISING ORDER FORM

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

CURRENTS MAGAZINE

Please select your desired publication dates:

- January-June July-December

RATES PER BI-YEARLY ISSUE

COLOR AD

- Full-Page (7½"w x 10"h) \$500
 Half-Page (7½"w x 4¾"h) \$400
 Quarter-Page (3½"w x 4¾"h) \$250

COLOR COVER AD

- Inside Front or Back Cover (7½"w x 10"h) . . . \$1,000
 Inside Cover Half-Page (7½"w x 4¾"h) \$800

GOLF COURSE ADVERTISING

Month(s) Desired: _____

- Golf Course Map Board \$250
 Golf Course Bench (36"w x 12"h,
PVC 1/8" thick, drilled 4 corners) \$250/bench
 Scorecard (3"w x 1½"h) \$200
 Tee Box Sign \$150/box
 Golf Cart Signage \$125/cart

GPS ADS (PER HOLE)

- Customized One-Hole Combo
(Banner and Green-side Ad) \$300
 Banner Ad \$200
 Green-Side Ad \$175

DIGITAL SIGNAGE

Month(s) Desired: _____

- 30-Second Silent Video \$750
 20-Second Slide \$500

THEATER SLIDE/VIDEO RATES

Month(s) Desired: _____

SLIDES (MONTHLY RATE)

- Two Theaters \$500
 One Theater \$300

VIDEOS (MONTHLY RATE)

- 30-Second Spot/Two Theaters \$1,000
 30-Second Spot/One Theater \$600
 15-Second Spot/Two Theaters \$500
 15-Second Spot/One Theater \$300

FACILITY ADVERTISING

Month(s) Desired: _____

BANNERS (6"w X 3'h)

- Fitness/Sports Facility (4) \$500 per site
 Bowling Recreation Center (2) \$500 per site
 RV Park (2) \$500 per site
 Liberty Center (2) \$500 per site
 Pools (2) \$500 per site
 Golf Course \$500

POSTERS (22"w X 28"h)

- Fitness/Sports Facility (4) \$350 per site
 Bowling Recreation Center (2) \$350 per site
 RV Park (2) \$350 per site
 Liberty Center (2) \$350 per site
 Pools (2) \$350 per site
 Golf Course \$350

COUNTERTOP SIGNS (8½"w X 11"h)

- Fitness/Sports Facility (4) \$350 per site
 Bowling Recreation Center (2) \$350 per site
 RV Park (2) \$350 per site
 Liberty Center (2) \$350 per site
 Pools (2) \$350 per site
 Golf Course \$350

COUNTERTOP BROCHURES (4"w x 10"h)

- Fitness/Sports Facility (4) \$350 per site
 Bowling Recreation Center (2) \$350 per site
 RV Park (2) \$350 per site
 Liberty Center (2) \$350 per site
 Pools (2) \$350 per site
 Golf Course \$350

NAVY REGION SOUTHWEST BASES SERVICES DIRECTORY

COLOR AD

- Full-Page Back Cover (4⅛"w x 7"h) \$4,000
 Full-Page Inside Cover (4⅛"w x 7"h) \$3,000
 Half-Page Inside Cover (4⅛"w x 3½"h) \$2,500
 Full-Page (4⅛"w x 7"h) \$2,000
 Half-Page (4⅛"w x 3½"h) \$1,500

VEHICLE WRAP

ANNUAL RATE

- MWR Vehicle \$10,000



Seabee Golf Course

FFR E-NEWSLETTER

Month(s) Desired: _____

MONTHLY RATE:

Two-Lines of Text \$500



Warfield Gymnasium, Port Hueneme

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



Please fax this form to:
DAN ALPERN or RICHARD COBB, at 805-982-1947
email to: Dan.Alpern@navy.mil or Richard.Cobb4@navy.mil
or mail to: NBVC MWR (N92V); 311 Main Rd, Ste 1
Point Mugu, CA 93042-5000

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

The Seabee Golf Course at Port Hueneme features an 18-hole course with a lit driving range, putting green and a complete pro shop. The Seabee Golf Course is open to the public and serves 39,965 golfers annually.

Advertising at the Seabee Golf Course reaches an affluent military audience and community leaders. Your advertising can be prominently placed in the golf facility, with your message in high traffic areas. A limited number of placement opportunities ensure golfers will not get "advertising fatigue" and will notice your company's message.

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)

Golf Course Map Board (5"w x 10"h, PVC 1/8" thick, drilled 4 corners)	\$250
Golf Course Bench (36"w x 12"h, PVC 1/8" thick, drilled 4 corners)	\$200/bench
Scorecard (3"w x 1 4/5"h)	\$200
Tee Box Sign	\$150/box
Banner (6"w x 3'h)	\$500
Poster (22"w x 30"h)	\$350
Countertop Signs (8 1/2"w x 11"h)	\$350
Countertop Brochures (4"w x 10"h)	\$350

MONTHLY ADVERTISING RATE FOR GOLF CART AND GPS ADS

Customized One-Hole Combo (banner and green-side ad)	\$300
Banner Ad (234 x 100 px)	\$200
Green-Side Ad (234 x 330 px)	\$175
Cart Signage (12"w x 12"h)	\$125/cart

DIGITAL SIGNAGE

Maximize your advertising exposure in MWR facilities with digital signage located in high-traffic areas aboard NBVC. Vibrant, full-color side and video advertisements are shown on 12 large digital displays. Due to limited amount of air time, space will be contracted on a first come, first served basis.

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

20 seconds	\$500
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MONTHLY SILENT VIDEO RATE (MPEG-4 FORMAT; 1920 X 1080 PIXELS IN HD OR NORMAL QUALITY, WIDE OR FULL SCREEN SIZE)

30 seconds	\$750
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★ For advertising opportunities, contact Dan Alpern • 805-982-5395 • dan.alpern@navy.mil ★
★ or Richard Cobb • 805-982-4431 • richard.cobb4@navy.mil ★



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 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 FFR regional website at www.navylifesw.com.

ANNUAL RATE (ADVERTISER-PROVIDED 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

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 ★ or Richard Cobb • 805-982-4431 • richard.cobb4@navy.mil ★

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 traveling billboard. Wrapped with your advertisement, it will be seen by up to 17,000 base personnel on its daily route to MWR facilities. MWR support staff also travel off the base to Ventura County and will acquire additional exposures. When not in use, your company's personal billboard, with your advertising message, will be parked in a high-traffic location, seen daily by patrons visiting the Liberty Centers, Navy Exchange, Commissary and base movie theater. Your message will receive up to 115,000 exposures a month and more than 1,396,000 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..... \$10,000

★ For advertising opportunities, contact Dan Alpern • 805-982-5395 • dan.alpern@navy.mil ★
★ or Richard Cobb • 805-982-4431 • richard.cobb4@navy.mil ★

FLEET & FAMILY READINESS (FFR) HIGHLIGHTS E-NEWSLETTER

Highlights is a weekly e-newsletter produced for military members, their families, DoD employees and retirees. It is emailed to NBVC Navy computers and approximately 2,000 individual subscribers. The e-newsletter highlights upcoming MWR events and lists the movies for the week.

Feature your business in two lines of text promoting your products or services for four weeks, reaching approximately 32,000 readers monthly. It is also available online at www.navalifesw.com/ventura.

MONTHLY AD RATE

(RATES ARE REDUCED WITH FREQUENCY)

Two Lines of Text \$500

MOVIE THEATER SLIDES AND VIDEOS

MWR moviegoers have the best deal in town - FREE first-run movies daily for Sailors and their families at two NBVC theaters. Let us feature your product or service ad in our 30-45 minute pre-feature advertising program of slides and video advertising. These vibrant, full-color advertisements are shown on full-size movie screens for 30 or 15 seconds. Port Hueneme's Needham Theater has a capacity of 850. The NBVC Point Mugu Theater has seating for 500 patrons.

Each theater airs 32 movies monthly. Average monthly attendance at the Needham Theater is 3,828 patrons and movies shown at Point Mugu's NBVC Theater are watched by an average of 361 movie-goers monthly. From the family enjoying a budget-friendly evening together, married couples to single Sailors and their friends, your theater advertisement will reach each of them at least three times per movie.

MONTHLY RATE (RATES ARE REDUCED WITH FREQUENCY)

MONTHLY SLIDE RATE

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

Two Theaters \$500
One Theater \$300

MONTHLY VIDEO RATE

(WINDOWS MEDIA VIDEO (.WMV) IN HD OR NORMAL QUALITY OR WIDE OR FILL SCREEN SIZE)

Two Theaters
30-Second Spot \$1,000
15-Second Spot \$500

One Theater
30-Second Spot \$600
15-Second Spot \$300

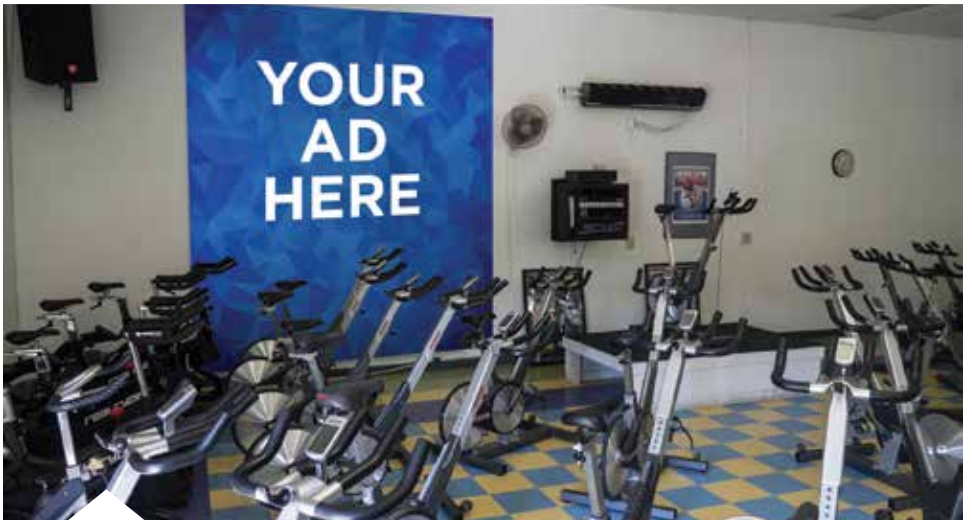
GET YOUR MILITARY MARKET SHARE!

LARGE FORMAT ADVERTISING

Advertise in a big way using counter and wall wraps in high traffic areas on Ventura County Navy bases. Spaces can be customized to meet your goals. For location and pricing, contact Dan Alpern at 805-982-5395 or Richard Cobb at 805-982-4431 to set up an appointment. Advertiser supplies, installs and removes wall wrap.



★ For advertising opportunities, contact Dan Alpern • 805-982-5395 • dan.alpern@navy.mil ★
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GET YOUR MILITARY MARKET SHARE!

LARGE FORMAT ADVERTISING

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PORT HUENEME

LOCATION	SIZE (W X H)	MONTHLY COST
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RECREATION CENTER

Entrance	82" x 70"	\$450
Ticket Office Counter	41" x 12'	\$450
Ticket Office Window	64" x 64"	\$325
Bowling Center Table	2' x 4'	\$100
Bowling Center Counter	3' x 10.5'	\$350

GOLF COURSE

Golf Bar	39" x 12'	\$425
Golf High Wall	4.5' x 8.5'	\$425
Golf Patio Wall	40" x 18'	\$675
Driving Range Net	15' x 15'	\$2,500
.	20' x 20'	\$4,400
Outside Entrance	6.5' x 15'	\$1,025
Driving Range	100' x 118"	\$900
Inside Entrance	2' x 13.5'	\$300

BEE HIVE GYM

Crowd Wall	7.5' x 18'	\$1,475
Long Wall	4.5' x 30'	\$1,475

LIBERTY CENTER

Check-in Wall	8' x 7'	\$625
Video Game Wall	8' x 6'	\$525
Pool Table Wall	8' x 9'	\$800

LOCATION	SIZE (W X H)	MONTHLY COST
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CAR WASH

Street Wall	8.5' x 15'	\$1,400
.	8.5' x 20'	\$1,875
.	8.5' x 25'	\$2,350

FIELDS

Snack Bar #1	8' x 27'	\$2,375
Snack Bar #2	8' x 11'	\$975
Counter	41" x 27'	\$1,025

BEE FIT GYM

Entrance Wall	8' x 10'	\$875
Spin Wall	11' x 13'	\$1,575
Weight Room	5' x 12'	\$675
Cardio Room	23" x 12'	\$250

WARFIELD GYM

Entrance Window	3' x 13'	\$425
Counter	32" x 17'	\$500
Check-in Wall	7' x 12'	\$925
Weight Room Wall	8' x 15'	\$1,325
Basketball Court Entrance	6' x 6'	\$400

MOVIE THEATER

Entrance Steps	5' x 12.5'	\$700
.	5' x 30'	\$1,800
Entrance Doors	82" x 67"	\$425

POINT MUGU

LOCATION	SIZE (W X H)	MONTHLY COST
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BEACH HOTEL

Counter	3' x 12'	\$400
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FLIGHTLINE CAFÉ

Counter	29" x 25'	\$675
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LIBERTY CENTER

Entrance Door	69" x 30"	\$175
Counter	34" x 90"	\$250

FITNESS CENTER

Parking Lot Wall	8' x 7.5'	\$675
Gym Entrance	8' x 9'	\$800
Counter #1	31" x 5.5'	\$150
Counter #2	31" x 8'	\$225
TV Wall	4' x 14'	\$625

LOCATION	SIZE (W X H)	MONTHLY COST
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POOL

Counter	3' x 56"	\$150
Pool Wall	6' x 11'	\$725

AUTO SKILLS CENTER

Counter	23" x 13'	\$275
Shop Wall	7' x 18'	\$1,475

FIELDS

Dugout	5' x 22'	\$1,200
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MOVIE THEATER

Entrance Doors	83" x 71"	\$450
Theater Doors	7' x 6'	\$450

GET YOUR MILITARY MARKET SHARE!



VENTURA COUNTY ADVERTISING OPPORTUNITIES

MARKETING DIRECTOR

NBVC MWR (N92V)

311 Main Rd, Ste 1

Point Mugu, CA 93042-5000