

ADVERTISING OPPORTUNITIES



DISCOVER HOW YOU CAN ADVERTISE YOUR BUSINESS
WITH NAVAL BASE VENTURA COUNTY



100% OF ADVERTISING REVENUES
BENEFIT OUR NAVY QUALITY OF LIFE PROGRAMS
HERE IN VENTURA COUNTY

UPDATED 05/22



PARTNER WITH MWR ABOARD NAVAL BASE VENTURA COUNTY



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.

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

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.

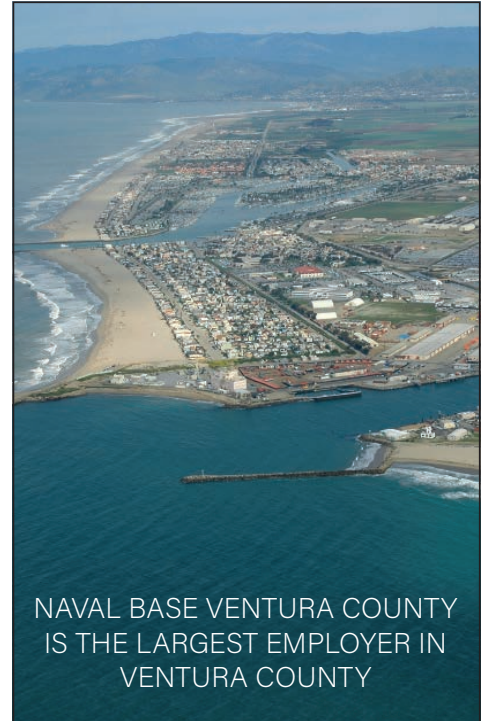
We look forward to your call and the opportunity to partner with you and your company.

Sincerely,

Richard Cobb

NBVC MWR Marketing Director

805-982-5395 / richard.cobb4@navy.mil



NBVC BY THE NUMBERS

\$2 Billion - Defense money flows into Ventura County

\$712 Million - In salaries for active duty, reservists, & civilians

\$303 Million - In military retirement & veterans benefits

Total Market Reach is **45,000** this includes; active duty, reservists, civilians, & retirees.



ACTIVE DUTY PERSONNEL BY THE NUMBERS 9,000 ACTIVE DUTY PERSONNEL CALL NBVC HOME.

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

95% of patrons plan on furthering their education and can receive \$3,500 in tuition assistance.

73% are active duty males. Average age is **26** with an average length of service of **10.2 years**.

73% of active duty military live off base. **61%** of active duty military plan on buying a vehicle within 12 months.

55% of active duty military are married. **15%** of active duty military are officers.

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**.

Facility Advertising, traditional print

MONTHLY RATE, PER SITE (ADVERTISER-PROVIDED)

BANNERS (6'W X 3'H)

Fitness Facilities	\$400
<i>3 at Port Hueneme and 1 at Point Mugu</i>	
Liberty Center	\$400
<i>Port Hueneme</i>	
Bowling Recreation Centers	\$400
<i>Port Hueneme & Point Mugu</i>	
Aquatic Centers	\$400
<i>Port Hueneme & Point Mugu</i>	
Recreation Center	\$400
<i>Point Mugu</i>	
RV Parks	\$400
<i>Port Hueneme & Point Mugu</i>	
Golf Course Pro Shop	\$400

POSTERS (22'W X 28'H)

Fitness Facilities	\$350
<i>3 at Port Hueneme and one at Point Mugu</i>	
Liberty Center	\$350
<i>Port Hueneme</i>	
Bowling Recreation Centers	\$350
<i>Port Hueneme & Point Mugu</i>	
Recreation Center	\$350
<i>Point Mugu</i>	
Aquatic Centers	\$350
<i>Port Hueneme & Point Mugu</i>	
RV Parks	\$350
<i>Port Hueneme & Point Mugu</i>	
Golf Course Club House	\$350

Digital Advertising

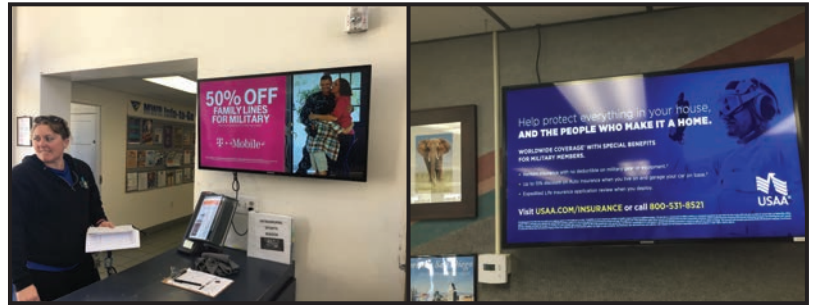
MONTHLY RATE (ADVERTISER-PROVIDED)

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 **17 large digital displays**. Due to limited amount of air time, space will be contracted on a first come, first served basis.

Monthly Slide Rate \$500
15 sec. jpeg format; 1920 x 1080 pixels at 300dpi

Monthly Video Rate for 30 sec \$750
30 sec. Mpeg-4 format; 1920 x 1080 pixels in HD, wide or full screen

Monthly Video Rate for 60 sec \$1,000
60 sec. Mpeg-4 format; 1920 x 1080 pixels in HD, wide or full screen



Your Digital advertisement will have an average 130 impressions per day.

Movie Theater Advertising

Movies run Friday - Sunday

MONTHLY RATE (ADVERTISER-PROVIDED)

MWR moviegoers have the best deal in town - FREE first-run movies four days a week for Sailors and their families at NBVC's Needham theater. 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 screen for 30 or 15 seconds. Port Hueneme's Needham Theater has a capacity of **850** per showing. The theater airs **20** movies monthly. Average monthly attendance at the Needham Theater is **3,200** patrons monthly. From the family enjoying a budget-friendly evening together, couples, to single sailors and their friends. Your theater advertisement will have 20-25 impressions per weekend.

Monthly Slide Rate \$500
30 sec. jpeg format; 1920 x 1080 pixels at 300dpi

Monthly Video Rate for 30 sec \$500
WMV format; 1920 x 1080 pixels in HD, wide or full screen

Monthly Video Rate for 60 sec \$750
WMV format; 1920 x 1080 pixels in HD, wide or full screen



Large Format Advertising

MONTHLY RATE (ADVERTISER-PROVIDED, INSTALLED, & REMOVED)

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 Richard Cobb at 805-982-5395 to set up an appointment. **Advertiser supplies, installs and removes wall wrap.** Listed measurements are to the nearest foot. We recommend having your installer do a site visit to measure prior to final installation.

For advertising opportunities, contact Richard Cobb • 805-982-5395 • richard.cobb4@navy.mil

Bowling & Ticket Office

Entrance Doors 82" x 70"	\$500
Ticket Office Counter 41" x 12"	\$500
Ticket Office Window 64" x 64"	\$325
Bowling Table Tops 2' x 4'	\$350
Bowling Counter 3' x 10.5'	\$500

Golf Course

Bar Counter 39" x 12'	\$425
Club House High Wall 4.5' x 8.5'	\$425
Patio Wall 40" x 18'	\$675
Driving Range 100" x 118"	\$2,500
Driving Range Net 15' x 15'	\$2,500
Driving Range Net 20' x 20'	\$4,000
Facility Entrance 6.5' x 15'	\$1,025
Driving Range 8' x 10'	\$1,025
Inside Entrance 2' x 13.5'	\$500

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

Car Wash

Street Wall 1 8.5' x 15'	\$1,400
Street Wall 2 8.5' x 20'	\$1,875
Street Wall 3 8.5' x 25'	\$2,350

Stingers Fields

Snack Bar Wall 1 8' x 27'	\$2,375
Snack Wall 2 8.5' x 20'	\$975
Below Counter 41" x 27'	\$1,025

Warfield Gym

Entrance Window 3' x 13'	\$500
Front Counter 32" x 17'	\$500
Check-in Wall 7' x 12'	\$925
Weight Room 5' x 12'	\$1,325
Cardio Room 23" x 6'	\$500

Bee Fit Gym

Entrance Wall 8' x 10'	\$875
Spin Room Wall 11' x 13'	\$1,575
Weight Room Wall 5' x 12'	\$675
Cardio Room Wall 23" x 12'	\$500

Movie Theater

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

Hueneme Pool

Entrance Doors Side Panels 19.25" x 7'	\$500
Front Counter 11' x 3'	\$500

Point Mugu Gym

Parking Lot Wall 8' x 7.5'	\$675
Entrance 8' x 9'	\$800
Check-in Counter 1 31" x 5.5'	\$500
Check-in Counter 2 31" x 8'	\$500
TV Wall 4' x 14'	\$625

Mugu Rock Recreation Center

Entrance windows 4.5' x 3.5'	\$800
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Flightline Cafe

Counter 29" x 25'	\$675
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Mugu Recreation Center, SurfNet

Entrance Door 69" x 30"	\$450
Check-in Counter 34" x 90"	\$500

Mugu Softball Field

Dugout 5' x 22'	\$1,200
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Mugu Auto Skills

Counter 23" x 13'	\$500
Check-in Counter 7' x 18'	\$1,425

Mugu Pool

Pool Wall 6' x 11'	\$1,200
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Hueneme Cont.

Event Booth Advertising

DAILY RATE

An event booth is a low cost but highly effective way to increase your products visibility to the military market. Booth advertisers get the advantage of face-to-face marketing with customers. Advertisers can demonstrate products, showcase services, & generate sales leads (restrictions apply). Spaces can be customized to meet your goals. We will provide and set up a canopy, table, & chairs with each paid booth space. Advertisers are welcome to bring their own branded canopies if desired. Booth spaces are strictly for the **promotion and advertising** of products and services. On-site sales are **not allowed** under this type of agreement. If you are interested in a sales booth please contact us for more information on how you can directly sell on base.



Booth Spaces by Size

Standard 10' x 10' \$150 per day

Includes; 1- 10'x10' canopy, 1 table, & 2 chairs

Large 10' x 20' \$300 per day

Includes; 2 - 10'x10' canopies, 2 tables, & 4 chairs

Extra Large 20' x 20' \$1,000 per day

includes; 1 - 20'x20' canopy, 4 tables, & 8 chairs

Registered 501c3 50% off the per day rate

Custom size space: Please call for info

Richard Cobb: 805-982-4431

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

All rates are net rates, due MWR FUND.

Please call for annual frequency discounts on advertisements.

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