LEVERAGE THE BUYING POWER OF THE SAN DIEGO MILITARY COMMUNITY

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, Naval Base Point Loma–Subase, Naval Base San Diego and Naval Medical Center San Diego. Contact us today for information on how you can reserve preferred advertising space on 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.
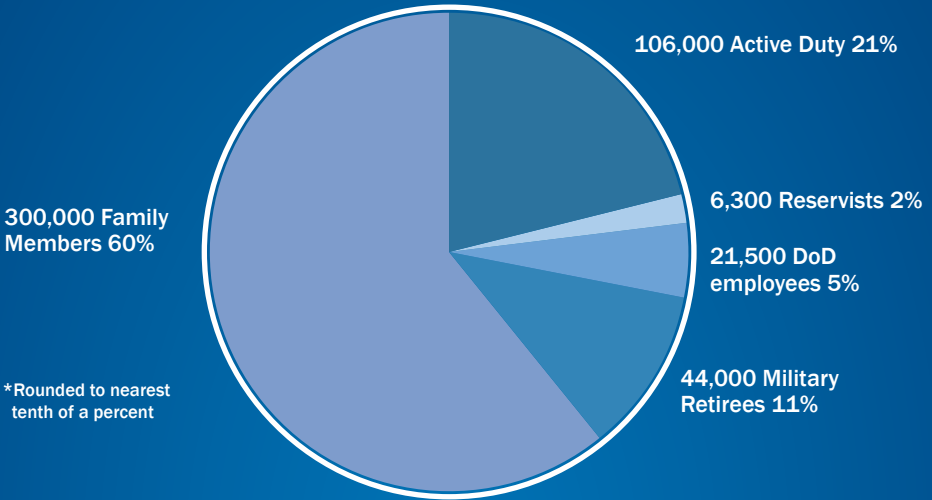
Call today to reach the military market!

For advertising opportunities contact
tim.cleator@navy.mil

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.*

106,000 Active Duty 21%

6,300 Reservists 2%

21,500 DoD employees 5%

44,000 Military Retirees 11%

300,000 Family Members 60%

*Rounded to nearest tenth of a percent

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!

DIGITAL SIGNAGE

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 65 locations.

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)
30 Seconds. $2,950
15 Seconds $2,750

WEBSITE ADS

The Navy Region Southwest (navylifesw.com) and San Diego Metro Area (navylifesw.com/sandiego) websites are powerful advertising platforms designed to drive military consumers to your products and services by delivering your promotional message. Your message will display on the side of the page and provide click-through capabilities to your company's website. The Region websites provide 130,000 monthly impressions and the San Diego Metro Area websites deliver 80,000 monthly impressions.

MONTHLY RATE
(JPEG, 300 x 370 PIXELS AT 72 PPI)
Navy Region Southwest Websites (11) $6,000
San Diego Metro Area Websites (4). $3,500

GET YOUR MILITARY MARKET SHARE!

SOCIAL MEDIA

Expand your promotional reach by advertising on our social media pages. MWR operates nine social media pages (Instagram, Facebook, and Twitter) in the Metro San Diego area. Social media ads are an effective way to connect with our Sailors and boost your marketing campaign.

ADVERTISING RATE
(JPEG, 600 x 600 pixels at 72 PPI)
Metro San Diego
Social Media Pages (9) $2,000

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 prior to each movie.

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)
30 Seconds $2,500
15 Seconds. $1,700

VEHICLE WRAPS

MWR vehicles are driven to all the bases in the San Diego Metro area to make deliveries and support base programs and events. This allows your company ad to be seen by both civilian and military personnel throughout San Diego

ANNUAL RATE

MWR Marketing Vehicle. $12,000
Mobile Ticket Vehicle $12,000

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.

BANNERS
(PER MONTH)
(2'W X 7'H OR 6'W X 3'H)

	Monthly Package	Individual Sites
Fitness Facilities (8)	$2,750	$500
Liberty/CR Centers (7)	$2,500	$400
Golf Courses (3)	$1,000	$400
Bowling Centers (2)	$750	$400
Auto Skills Centers (2)	$750	$400
Marinas (2)	$750	$400

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

	Monthly Package	Individual Sites
Fitness Facilities (8)	$2,000	$300
Liberty/CR Centers (7)	$1,750	$300

COUNTERTOP BROCHURES/ FLYERS
(PER MONTH)

	Monthly Package	Individual Sites
Fitness Facilities (8)	$1,750	$250
Liberty/CR Centers (7)	$1,250	$200
Golf Courses (3)	$600	$225
Bowling Centers (2)	$400	$225
Auto Skills Centers (2)	$400	$225
Marinas (2)	$400	$225

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

	Monthly Package	Individual Sites
GPS Ad, 6 Holes (2)	$1,000.	$600
GPS Ad, 3 Holes (2)	$600	$400

SAMPLING
(PER DAY)
(ADVERTISER-PROVIDED SAMPLES)

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

For advertising opportunities, contact tim.cleator@navy.mil

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.