

COMMERCIAL ADVERTISING OPPORTUNITIES

2022

Working with Morale, Welfare & Recreation (MWR)

Navy MWR's mission is to deliver high-quality, customer-focused programs and services that contribute to resiliency, retention, readiness, and quality of life. By partnering with MWR, your organization will have a unique opportunity to market your company, its products and services to an exclusive military population. Direct advertising and event sponsorship opportunities provide your organization with a full promotional mix to gain exclusive exposure to the military population.

NAS Sigonella Demographics

- ▶ Active Duty: 3,100
- ▶ Local Nationals: 900
- ▶ Civilians: 550
- ▶ Family Members: 1,950
- ▶ Total Population: 6,500

How Does Your Advertising Funding Work?

Advertisers can expect their contributions to help enhance their corporate branding and create top-of-mind awareness with our service members and their families. MWR offers a wide variety of advertising opportunities to satisfy all of your marketing needs, including:

- ▶ Full Color Digital Advertising
- ▶ Full Color Print Advertising
- ▶ Full color Preview Magazine Advertising
- ▶ Full Color Premium Advertising

AVAILABLE ADVERTISING OPPORTUNITIES

2022

MONTHLY FULL COLOR DIGITAL ADVERTISING

FORMAT	LOCATIONS	SIZING	RATE
Digital TV Display	Midtown Atrium, NAS I	50"	\$350 / €295
Digital TV Display	Community Recreation, NAS I	50"	\$275 / €230
Digital TV Display	Big Al's, NAS II	50"	\$300 / €250
Digital TV Display	Library, NAS I	50"	\$250 / €210
Digital TV Display	Fitness Center, NAS II	50"	\$300 / €250
Movie Theater Screen #1	Midtown 2 Theaters, NAS I	45' x 30'	\$275 / €230
Movie Theater Screen #2	Midtown 2 Theaters, NAS I	36' x 25'	\$185 / €155
Home Page Ad Large	www.navymwrsigonella.com	554 x 305 pixels	\$300 / €250

MONTHLY FULL COLOR PRINT ADVERTISING

FORMAT	LOCATIONS	SIZING	RATE
Poster Display	Spare Time Bowling, NAS I	A1	\$150 / €125
Poster Display	Fitness Center, NAS I	A1	\$250 / €210
Poster Display	Midtown 2 Theaters, NAS I	A1	\$300 / €250

MONTHLY PREVIEW ADVERTISING FULL COLOR PRINT ADVERTISING OPPORTUNITIES

Circulation of Preview Magazine:

- 1000 printed copies are distributed across all MWR facilities on NAS I and NAS II
- Social media posting and recognition on our MWR Facebook and Instagram channels
- A downloadable digital copy of our Preview Magazine is made available on our website at www.navymwrsigonella.com

AD TYPE	QUANTITY OF ADS AVAILABLE/ MONTH	SIZING	RATE
Full Page, Inside Cover	1	21.59 cm x 27.94 cm	\$500 / €425
Special Ad Section	3	13.5 x 8 cm	\$250 / €210
Side Ad Section	2	9 x 8 cm	\$150 / €125

Full page inside cover is not available every month of the year. Availability may vary and is based on internal MWR programming and marketing needs.

MONTHLY PREMIUM FULL COLOR ADVERTISING OPPORTUNITIES AVAILABLE

If you are looking for a more premium exposure for your brand, please consider having your logo or custom design printed on our NAS I Midtown lamppost banners. Simply submit your artwork and we will have the banners professionally produced and installed on your company's behalf. *Please note: a minimum of 6 lamppost banners is recommended, based on the positioning of the lampposts outside of Midtown.*

FORMAT	LOCATION	QUANTITY	SIZING	RATE
Lamppost Banner	Midtown, NAS I	2-24	60x100 cm	\$200 / €170 per double sided banner

Point of Contact

Jaclyn Travis | Marketing Director

Office: + 39 095 56 0511

Email: jaclyn.travis@eu.navy.mil

Naval Air Station Sigonella Sicily, Italy PSC 824 BOX 19, FPO AE 09623-0001

Sponsorship and advertising opportunities are not guaranteed for the requested timing, and are based on availability. All advertising submissions must include the following disclaimer, "Navy endorsement is not implied."

**MWR SIGONELLA DIGITAL
& PRINT ADVERTISING LOOK BOOK**

DIGITAL TVs (50")



LARGE POSTER (A1 size)



MOVIE THEATER SCREENS



LAMPPOST BANNER (60x100 cm)



MORALE WELFARE & RECREATION

WEBSITE ADVERTISING (555x305 px)

SIDE SECTION PREVIEW MAGAZINE AD
AD
(9x8 cm)

OUR TEAM: We're Hiring

HELPING YOU DURING THIS CRISIS IS WHAT WE'RE
VISIT USAA.COM/CORONAVIRUS OR CALL 800-531-8521

Featured Events

The Fast And The Furiest
Apr 17, 2021
Join us for a 1.5-mile run, or walk, furry friends!

NAS Sigonella Visual Arts I
Apr 27, 2021

Average Ice YOUTH LEAGUE

SIGN-UP NOW
\$10 per child per week

EVERY SATURDAY THIS FALL
SEPT 12 - OCT 17 | AGE GROUPS 9 - 12 AND 13 - 17
REGISTRATION BEGINS HERE AT SPARETIME BOWLING OD CALL 624-4302
ONE CHILD PER LANE

Sparetime Bowling
Case \$200 (Game \$200) (One Year)

TUESDAYS - THURSDAYS
Pizza, Fries & Pop
Case \$20 (Includes 1-opping pizza from Pizza Hut, 1 hour of bowling (shoes included), and 2 Ball of pop. Limited to people per case)

TUESDAYS - FRIDAYS
Local Sports Events
Time: 100pm - 1200pm Case \$10

FRIDAYS
Your Love Your Way
Time: 100pm - 1200pm Case \$10 per lane
Family Night Out
Time: 100pm - 1200pm Case \$10 per person

SATURDAYS
Budget Bowling
Case \$20 (Includes 1 hour of bowling and shoes)

SUNDAYS
Budget Bowling
Case \$20 (Includes 1 hour of bowling and shoes)

TUESDAYS, 4 & 18
Bumper Bowling
Ages 7 & Younger Time: 11:30am - 12:30pm
Case \$5 per child (includes 1 hour of bowling and shoes)

SUNDAY, 23
Single Service Member Sunday
Case \$1 per lane (including shoes)

JoX Pub
FRIDAYS & SATURDAYS
10-11pm
Time: 100pm - 1000pm Ages 21+
Live and local DJ music while observing social distancing guidelines.

BUY THIS SPOT INCREASES YOUR BUSINESS

FULL PAGE PREVIEW MAGAZINE AD
(21x29.7 cm)

SPECIAL SIZE PREVIEW MAGAZINE AD
(13.5x8 cm)

VISUAL ARTS EXHIBIT

MAS SIGONELLA

SCAN FOR MORE DETAILS @CALL 624-3712

MIDTOWN ATRIUM | APRIL 27 - MAY 2

ARTIST AGES 0-12 YEARS

NAVY CYP
Child and Youth Programs

WWW.NAVYMWRSIGONELLA.COM

NAVY CYP
Child and Youth Programs

Join our Team! We're Hiring

For more info call SAC at 624-3712
To Apply: Visit the MWR HR office on NAS 1

MWR LIBRARY BOOKING CONTEST

Junior Employee of the Quarter
Patricia Mendy
How Theater Employees

Library
Bookmarks Simply Good
Ages All ages Case Free

ALL MONTH
Bookmarks Simply Good
Ages All ages Case Free

We're challenging reading habits to create a bookmark inspired by vintage, whimsical, literary, characters, be printed and distributed at the library this up your official entry form at the library and submit it by August 27th at 05:00 pm for a chance to win. Bookmarks entries will be on display August 28th - September 30th in public. Winners will be selected in the age categories ages 1 - 5, Ages 6 - 8, Ages 9 - 12, Ages 13 - 17 and adults.

BUY THIS SPOT INCREASES YOUR BUSINESS

DOWNLOAD YOUR COPY FROM:
WWW.NAVYMWRSIGONELLA.COM/sponsorship-advertising



COMMERCIAL ADVERTISING REQUEST FORM

2022

PREFERRED MONTHLY DIGITAL ADVERTISING:

FORMAT	LOCATIONS	SIZING	RATE
<input type="checkbox"/> Digital TV Display	Midtown Atrium, NAS I	50"	\$350 / €295
<input type="checkbox"/> Digital TV Display	Community Recreation, NAS I	50"	\$275 / €230
<input type="checkbox"/> Digital TV Display	Big AI's, NAS II	50"	\$300 / €250
<input type="checkbox"/> Digital TV Display	Library, NAS I	50"	\$250 / €210
<input type="checkbox"/> Digital TV Display	Fitness Center, NAS II	50"	\$300 / €250
<input type="checkbox"/> Movie Theater Screen	Midtown 2 Theaters, NAS I	45' x 30'	\$275 / €230
<input type="checkbox"/> Movie Theater Screen	Midtown 2 Theaters, NAS I	36' x 25'	\$185 / €155
<input type="checkbox"/> Home Page Ad Large	www.navymwrsigonella.com	554 x 305 pixels	\$300 / €250

Desired Range Date (Minimum 1 month)

Total Advertising Amount

From

To

(Dollars/Euro)

PREFERRED MONTHLY PRINT ADVERTISING:

FORMAT	LOCATIONS	SIZING	RATE
<input type="checkbox"/> Poster Display	Spare Time Bowling, NAS I	A1	\$150 / €125
<input type="checkbox"/> Poster Display	Fitness Center, NAS I	A1	\$250 / €210
<input type="checkbox"/> Poster Display	Midtown 2 Theaters, NAS I	A1	\$300 / €250

Desired Range Date (Minimum 1 month)

Total Advertising Amount

From

To

(Dollars/Euro)

PREFERRED MONTHLY PREVIEW ADVERTISING:

	AD TYPE	ADS AVAILABLE/ MONTH	SIZING	RATE
<input type="checkbox"/>	Full Page	1	21.6 cm x 27.9 cm	\$500 / €425
<input type="checkbox"/>	Special Ad Section	3	13.5 x 8 cm	\$250 / €210
<input type="checkbox"/>	Side Ad Section	2	9 x 8 cm	\$150 / €125

Desired Range Date (Minimum 1 month)		Total Advertising Amount
From	To	(Dollars/Euro)

PREFERRED PREMIUM PRINT ADVERTISING:

	FORMAT	LOCATION	QUANTITY	SIZING	RATE
<input type="checkbox"/>	Lamppost Banner	Midtown, NAS I	2-24	60x100 cm	\$200 / €170 per double sided banner

Desired Range Date (Minimum 1 month)		Total Advertising Amount
From	To	(Dollars/Euro)

GRAND TOTAL ADVERTISING AMOUNT:

PREFERRED METHOD OF PAYMENT:

EFT WIRE TRANSFER BUSINESS CHECK CREDIT CARD (CHECK ONE)

TOTAL: (Dollars/Euro):

Please Note:

Desired advertising dates will be reviewed and honored, if available. A minimum spend of \$250 / €210 is required to enter into an advertising agreement with MWR Sigonella. Advertising availability may vary and is subject to change based on existing advertising commitments or on internal MWR Marketing needs.

Please Provide Company Name and Contact Information:

Company Name	Point of Contact
Email	Phone Number
Address	Signature