

# 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: 3,100Local Nationals: 900

Civilians: 550

Family Members: 1,950Total 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

	QUANTITY OF ADS			
AD TYPE	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 you 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
Lampnost Bannor	Midtown, NAS I	2-24	60x100 cm	\$200 /€170
Lamppost Banner	Midtowii, NAS i	2-24	OOX TOO CITI	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."

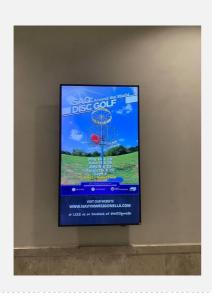




## MWR SIGONELLA DIGITAL & PRINT ADVERTISING LOOK BOOK

DIGITAL TVs (50")

LARGE POSTER (A1 size)





MOVIE THEATER SCREENS

LAMPPOST BANNER (60x100 cm)



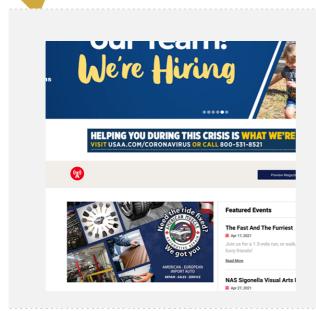






WEBSITE ADVERTISING (555x305 px) SIDE SECTION PREVIEW MAGAZINE

## SIDE SECTION PREVIEW MAGAZINE AD (9x8 cm)





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

## SPECIAL SIZE PREVIEW MAGAZINE AD (13.5x8 cm)











# COMMERCIAL ADVERTISING REQUEST FORM

2022

#### PREFERRED MONTHLY 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
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	Digital TV Display	Fitness Center, NAS II	50"	\$300 / €250
	Movie Theater Screen	Midtown 2 Theaters, NAS I	45' x 30'	\$275 / €230
	Movie Theater Screen	Midtown 2 Theaters, NAS I	36' x 25'	\$185 / €155
	Home Page Ad Large	www.navymwrsigonella.com	554 x 305 pixels	\$300 / €250
Desi	red Range Date (Minimum	1 month) Total Advertis	ing Amount	
From	То	(Dollars/Euro)		

#### PREFERRED MONTHLY PRINT ADVERTISING:

	FORMAT	LOCATION	NS	SIZING	RATE
	Poster Display	Spare Time Bow	ling, NAS I	A1	\$150 / €125
	Poster Display	Fitness Cente	r, NAS I	A1	\$250 / €210
	Poster Display	Midtown 2 Thea	ters, NAS I	A1	\$300 / €250
Desi	red Range Date (Min	imum 1 month)	Total Adve	rtising Amount	
From	То		(Dollars/Euro)	)	





#### PREFERRED MONTHLY PREVIEW ADVERTISING:

	Full Page Special Ad Section Side Ad Section  d Range Date (Mi	1 3 2	13.5	x 27.9 cm x 8 cm	\$500 / €425 \$250 / €210
Desire	Side Ad Section				\$250 / €210
		2	9 x		
	<b>d Range Date</b> (Mi			8 cm	\$150 / €125
From		nimum 1 month)	Total Ad	lvertising Amount	
	То		(Dollars/E	uro)	
PRE	ERRED PRE	MIUM PRI	ητ Αρνε	RTISING:	
	FORMAT	LOCATION	QUANTITY	SIZING	RATE
	amppost anner	Midtown, NAS I	2-24	60x100 cm pe	\$200 /€170 r double sided banner
Desire	<b>d Range Date</b> (Mi	nimum 1 month)	Total Ad	lvertising Amount	
From	То		(Dollars/E	uro)	
PREFFE	ND TOTAL A RED METHOD OF PA WIRE TRANSFER		IECK □ CR	NT: REDIT CARD (CHECK ( Dollars/Euro):	ONE)  Please Note:
	=		ertising availabilit	ninimum spend of \$250 / €21 ty may vary and is subject to ng commitments or on intern	0 is required to enter into change based on existing
	Ple	ease Provide Compa	ny Name and (	Contact Information:	
Compa	ny Name		Point	of Contact	
Email			Phone	Number	



