

COMMERCIAL ADVERTISING OPPORTUNITIES

2021

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

2021

MONTHLY FULL COLOR DIGITAL ADVERTISING

FORMAT	LOCATIONS	SIZING	RATE
Digital TV Display	Jox Pub, NAS II	50"	\$300 / €250
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
Home Page Ad Small	www.navymwrsigonella.com	310 x 160 pixels	\$225 / €190

MONTHLY FULL COLOR PRINT ADVERTISING

FORMAT	LOCATIONS	SIZING	RATE
Bulletin Board	Spare Time Bowling, NAS I	A3	\$100 / €85
Bulletin Board	Spare Time Bowling, NAS I	A4	\$50 / €40
Poster Display	Spare Time Bowling, NAS I	A1	\$150 / €125
Bulletin Board	Fitness Center, NAS I	A3	\$150 / €125
Bulletin Board	Fitness Center, NAS I	A4	\$100 / €85
Poster Display	Fitness Center, NAS I	A1	\$250 / €210
Poster Display	Midtown Atrium Pillar, NAS I	15" x 20"	\$200 / €170
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."

DOWNLOAD YOUR COPY FROM:

WWW.NAVYMWRSIGONELLA.COM/sponsorship-advertising



MWR SIGONELLA DIGITAL & PRINT ADVERTISING LOOK BOOK

DIGITAL TVs (50")



LARGE POSTER (A1 size)



SMALL POSTER (38x51 cm)

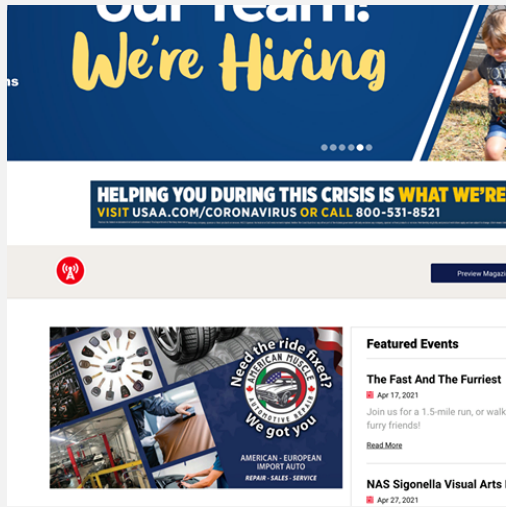


LAMPPOST BANNER (60x100 cm)

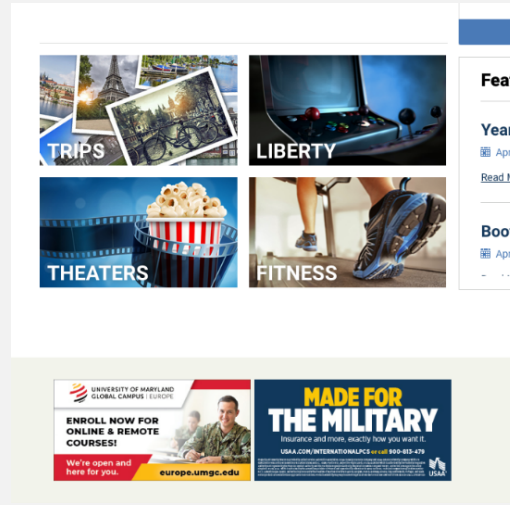


MORALE WELFARE & RECREATION

WEBSITE ADVERTISING (555x305 px)



WEBSITE ADVERTISING (310x160 px)



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



SPECIAL SIZE PREVIEW MAGAZINE AD
(13.5x8 cm)



SIDE SECTION PREVIEW MAGAZINE AD (9x8 cm)

MOVIE THEATER SCREENS (45'x30' or 36'x25')

Sparetime Bowling
 Bowl 10 games & \$10.00 / 1 hour rental
 Bowl On Over Birthday Bowling
 Show us your valid military, service member, or DOD member ID and enjoy 1 free game on us to celebrate your special day! Valid for cashless use only on the 1st month.

TUESDAYS - THURSDAYS
 Pasta, Pizza & Pop
 Cash \$10 for 10 games 1 topping pizza from Papa John's, 1 hour of bowling (shoes included), and a 2 liter of pop. Limited 4 people per space.

TUESDAYS - FRIDAYS
 Pasta, Pizza & Pop
 Cash \$10 for 10 games 10:00 am - 1:00 pm Cash \$10

FRIDAYS
 Pasta, Pizza & Pop
 Cash \$10 for 10 games 10:00 am - 1:00 pm Cash \$10 per person.

SATURDAYS
 Pasta, Pizza & Pop
 Cash \$10 for 10 games 10:00 am - 1:00 pm Cash \$10 per person.

SUNDAYS
 Pasta, Pizza & Pop
 Cash \$10 for 10 games 10:00 am - 1:00 pm Cash \$10 per person.

TUESDAYS, 4 & 18
 Average Joe's
 Ages 7 & Younger Time 11:30 am - 1:30 pm
 Cash \$10 per child includes 1 hour of bowling and shoes.

SUNDAY, 23
 Single Service Member Sunday
 Cash \$1 per lane including shoes.

Jox Pub
FRIDAYS & SATURDAYS
 10:00 am - 1:00 pm
 Cash \$10 for 10 games 10:00 am - 1:00 pm Cash \$10 per person.

BUY THIS SPOT
 \$10.00 / 1 hour rental



COMMERCIAL ADVERTISING REQUEST FORM

2021

PREFERRED MONTHLY DIGITAL ADVERTISING:

FORMAT	LOCATIONS	SIZING	RATE
<input type="checkbox"/> Digital TV Display	Jox Pub, NAS II	50"	\$300 / €250
<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 Al'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.navywmwrsigonella.com	554 x 305 pixels	\$300 / €250
<input type="checkbox"/> Home Page Ad Small	www.navywmwrsigonella.com	310 x 160 pixels	\$225 / €190

Desired Range Date (Minimum 1 month)

Total Advertising Amount

From

To

(Dollars/Euro)

PREFERRED MONTHLY PRINT ADVERTISING:

FORMAT	LOCATIONS	SIZING	RATE
<input type="checkbox"/> Bulletin Board	Spare Time Bowling, NAS I	A3	\$100 / €85
<input type="checkbox"/> Bulletin Board	Spare Time Bowling, NAS I	A4	\$50 / €40
<input type="checkbox"/> Poster Display	Spare Time Bowling, NAS I	A1	\$150 / €125
<input type="checkbox"/> Bulletin Board	Fitness Center, NAS I	A3	\$150 / €125
<input type="checkbox"/> Bulletin Board	Fitness Center, NAS I	A4	\$100 / €85
<input type="checkbox"/> Poster Display	Fitness Center, NAS I	A1	\$250 / €210
<input type="checkbox"/> Poster Display	Midtown Atrium Pillar, NAS I	15" x 20"	\$200 / €170
<input type="checkbox"/> Poster Display	Midtown Atrium Pillar, NAS I	24" x 36"	\$300 / €250
<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)

DOWNLOAD YOUR COPY FROM:

WWW.NAVYWMWRSIGONELLA.COM/sponsorship-advertising



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)

Please Note: Full page inside cover is not available every month of the year.

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