

— *Get your* —  
**MILITARY MARKET SHARE!**

*2016*  
**ADVERTISING OPPORTUNITIES**  
**NAVAL AIR STATION FALLON**



Advertising Revenues Benefit Navy Quality of Life Programs  
[www.navylifesw.com/fallon](http://www.navylifesw.com/fallon)

## PARTNER WITH MWR ABOARD NAS FALLON

Reach the  
Military Market  
That Contributes  
\$573 Million  
to the Local  
Economy!

Partnering with MWR aboard Naval Air Station (NAS) Fallon puts you in direct contact with more than 15,000 active duty military, reservists, retirees and DoD civilians at their workplaces, home and online. Annually, more than \$573 million defense money flows into Churchill, Lyon and Washoe County's economy.

Known as the "Biggest Little Air Station in the World," NAS Fallon is home to the Navy's TOPGUN and TOPDOME schools where Carrier Air Groups from around the country come to train for air operations increasing the base population by 150%. Your advertising in MWR facilities (visited annually by more than 400,000 customers) on banners, posters, theater slides and more receives hundreds of thousands of exposures!

Advertising directly benefits and supports our troops and their families through MWR's quality of life events, activities and facilities. When you support our military with your advertising messages, you are also building awareness and desirability about your company, product or service.

Contact us now for information on how you can reserve your preferred advertising on theater slides, in our Desert Views magazine, on banners, posters or countertop signs to start building your brand awareness with Fallon's military community.

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

Sincerely,  
Christine Esposito  
MWR Marketing Manager  
775-426-4240  
[Christine.Esposito@navy.mil](mailto:Christine.Esposito@navy.mil)

# FOR ADVERTISING OPPORTUNITIES, CONTACT

CHRISTINE ESPOSITO • 775-426-4240 • [CHRISTINE.ESPOSITO@NAVY.MIL](mailto:CHRISTINE.ESPOSITO@NAVY.MIL)

ADVERTISING REVENUES BENEFIT NAVY QUALITY OF LIFE PROGRAMS

# FACTS ABOUT NAS FALLON

\$573,000,000

Defense money flows into the Churchill, Lyon and Washoe Counties

\$64,000,000

In military salaries and other compensation for active-duty, reservists and civilians

\$8,150,000

In military retirement and veterans benefits

## MILITARY DEMOGRAPHICS

100%

MWR customers shop at off-base 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 are 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!

## DESERT VIEWS MAGAZINE

This is the must-have information guide for what's happening on and around NAS Fallon! Capture an average of 3,000 exposures a month and 36,000 yearly with your company's advertising message. Civilian and military personnel know this is where they will find Tickets & Tours offers, local area events, Fleet & Family Support Center information, Child & Youth Center information, MWR activities and events and facilities listings. MWR produces 3,000 copies of this magazine quarterly.

Desert Views is delivered to MWR facilities including the gym and the Community Recreation Center, which are visited by 43,000 customers monthly! Navy Gateway Inns & Suites (NGIS) places a new copy in each of its 1,600 transient rooms quarterly, to be referenced by an average of 700 customers monthly. Electronic access is available online at [www.navylifesw.com/fallon](http://www.navylifesw.com/fallon), attracting additional viewers.

### RATES PER QUARTERLY ISSUE (RATES ARE REDUCED WITH FREQUENCY)

#### COLOR COVER AD

Inside Cover (7 <sup>67</sup>/<sub>100</sub>"w x 10 <sup>1</sup>/<sub>2</sub>"h) ..... \$650

#### COLOR AD

Full-Page (7 <sup>67</sup>/<sub>100</sub>"w x 10 <sup>1</sup>/<sub>2</sub>"h) ..... \$500  
Half-Page  
(10 <sup>1</sup>/<sub>2</sub>"w x 3 <sup>3</sup>/<sub>4</sub>"h or 7 <sup>67</sup>/<sub>100</sub>"w x 5 <sup>17</sup>/<sub>100</sub>"h) ..... \$350  
Quarter-Page (3 <sup>3</sup>/<sub>4</sub>"w x 5 <sup>17</sup>/<sub>100</sub>"h) ..... \$200



# FACILITY ADVERTISING

MWR is a well-known and widely used network of recreation and leisure services designed for use by the military, their families, civilian employees, military retirees and other eligible customers.

Aboard NAS Fallon, thousands of eligible customers 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 center and gym which serves an average of 10,441 monthly. Reach an average 1,092 junior enlisted active duty Sailors monthly at the base Recreation Center which has programs and special events, access to the internet, movies and video games. At the bowling and recreation center your message will be seen by an average of 920 customers monthly. The outdoor recreation rental facility reaches 2,757 customers yearly; while the golf driving range reaches 949 yearly.

Display your advertising message at all of NAS Fallon's MWR facilities for a total annual exposure of more than 512,988.

## MONTHLY RATES FOR

### BANNERS (6'w x 3'h)

Fitness Facility . . . . .	\$500
Community Recreation Center . . . . .	\$250
Bowling Recreation Center . . . . .	\$250
Golf Driving Range . . . . .	\$150

### POSTERS (22"w x 28"h)

Fitness Facility . . . . .	\$300
Community Recreation Center . . . . .	\$250
Outdoor Recreation Rental . . . . .	\$250
Bowling Recreation Center . . . . .	\$150

### COUNTERTOP SIGNS (8½"w x 11"h)

Fitness Facility . . . . .	\$200
Community Recreation Center . . . . .	\$150
Outdoor Recreation Rental . . . . .	\$100
Bowling Recreation Center . . . . .	\$50

### COUNTERTOP BROCHURES (4"w x 10"h)

Fitness Facility . . . . .	\$250
Community Recreation Center . . . . .	\$200
Outdoor Recreation Rental . . . . .	\$150
Bowling Recreation Center . . . . .	\$100

(Rates are reduced with frequency)

# ADVERTISING ORDER FORM

BUILD YOUR BUSINESS WITH THE MILITARY MARKET  
BY CHOOSING FROM OUR ADVERTISING PACKAGES

## DESERT VIEWS MAGAZINE

Number of Issue(s): \_\_\_\_\_ Issue(s) Desired: \_\_\_\_\_

Please select your desired publication dates:

- ☐ April-June      ☐ July-September  
☐ October-December      ☐ January-March 2017

### COLOR COVER AD

- ☐ Inside Cover (7<sup>67</sup>/<sub>100</sub>" w x 10 1/2" h) . . . . . \$650

### COLOR AD

- ☐ Full-Page (7<sup>67</sup>/<sub>100</sub>" w x 10 1/2" h) . . . . . \$500  
☐ Half-Page  
(10 1/2" w x 3 3/4" h or 7<sup>67</sup>/<sub>100</sub>" w x 5<sup>17</sup>/<sub>100</sub>" h) . . . . . \$350  
☐ Quarter-Page (3 3/4" w x 5<sup>17</sup>/<sub>100</sub>" h) . . . . . \$200

## THEATER SLIDE/VIDEO RATES

Number of Month(s): \_\_\_\_\_ Month(s) Desired: \_\_\_\_\_

### MONTHLY RATES

- ☐ 30-second Video Spot . . . . . \$450  
☐ 15-second Video Spot . . . . . \$400  
☐ Slide . . . . . \$350

## NAVY REGION SOUTHWEST BASES SERVICES DIRECTORY

Rates for 2016-17 issue. Ad(s) Desired: \_\_\_\_\_

### COLOR AD

- ☐ Full-Page Back Cover (4 7/8" w x 7" h) . . . . . \$4,000  
☐ Full-Page Inside Cover (4 1/8" w x 7" h) . . . . . \$3,000  
☐ Half-Page Inside Cover (4 1/8" w x 2 1/2" h) . . . . . \$2,500  
☐ Full-Page (4 1/8" w x 7" h) . . . . . \$2,000  
☐ Half-Page (4 1/8" w x 3 1/2" h) . . . . . \$1,500

## FACILITY ADVERTISING

Number of Month(s): \_\_\_\_\_ Month(s) Desired: \_\_\_\_\_

### BANNERS (6" w x 3" h)

- ☐ Fitness Facility . . . . . \$500  
☐ Bowling Recreation Center . . . . . \$250  
☐ Community Recreation Center . . . . . \$250  
☐ Golf Driving Range . . . . . \$150

## POSTERS (22" w x 28" h)

- ☐ Fitness Facility . . . . . \$300  
☐ Outdoor Recreation Center . . . . . \$250  
☐ Community Recreation Center . . . . . \$250  
☐ Bowling Recreation Center . . . . . \$150

## COUNTERTOP SIGNS (4" w x 10" h)

- ☐ Fitness Facility . . . . . \$200  
☐ Community Recreation Center . . . . . \$150  
☐ Outdoor Recreation Center . . . . . \$100  
☐ Bowling Recreation Center . . . . . \$50

## COUNTERTOP BROCHURES (8 1/2" w x 11" h)

- ☐ Fitness Facility . . . . . \$250  
☐ Community Recreation Center . . . . . \$200  
☐ Outdoor Recreation Center . . . . . \$150  
☐ Bowling Recreation Center . . . . . \$100

## DIGITAL SIGNAGE

Number of Month(s): \_\_\_\_\_ Month(s) Desired: \_\_\_\_\_

- ☐ 30-Second Silent Video . . . . . \$550  
☐ 15-Second Silent Video . . . . . \$500  
☐ 20-Second Slide . . . . . \$450

## DIGITAL SIGNAGE

Number of Month(s): \_\_\_\_\_ Month(s) Desired: \_\_\_\_\_

### MONTHLY SLIDE RATES

(jpeg format; 1920 x 1080 pixels @ 72 ppi)

- ☐ 20 Seconds . . . . . \$450

### MONTHLY SILENT VIDEO RATES

(mpeg-4 format; 1920 x 1080 pixels in HD or normal quality and wide or full screen size)

- ☐ 30 Seconds . . . . . \$500  
☐ 15 Seconds . . . . . \$350



Warrior Physical Training Facility

**\*ALL PROMOTIONAL MATERIALS MUST BE PROVIDED BY ADVERTISER\***



*Please fax this form to:*

**CHRISTINE ESPOSITO, MWR Marketing Manager at 775-426-2848**

**email to: Christine.Esposito@navy.mil**

**or mail to: NAS Fallon MWR; 4755 Pasture Rd, Bldg 350  
Fallon, NV 89496**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Please charge my (circle one)      MasterCard      VISA

Cardholder's Signature: \_\_\_\_\_

Print Cardholder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Authorized Amount: \$ \_\_\_\_\_

\_\_\_\_\_ Check enclosed, payable to MWR

# GET YOUR MILITARY MARKET SHARE!

## MOVIE THEATER SLIDES AND VIDEOS

MWR moviegoers have the best deal in town - FREE first-run movies daily for Sailors and families at NAS Fallon's Desert Moon Theater. Let us feature your product or service ad in our 30-45 minute pre-feature advertising program of slides and video advertising. Usually filling the theater 15-30 minutes early, this captive audience will see your advertisement for 30 or 15 seconds on our full-size movie screen that delivers superior picture and sound quality.

The Desert Moon Theater airs 56 movies monthly and has a capacity of 162 patrons. From a family enjoying a budget-friendly evening together to married couples to single Sailors and their friends, your theater advertisement will reach each of them three times per movie. With an average of 1,712 movie goers attending monthly, the total yearly exposures will be 20,546.

**MONTHLY RATE (WINDOWS MEDIA VIDEO  
(.WMV) IN HD OR NORMAL QUALITY, WIDE OR  
FULL SCREEN SIZE)**

30-second video spot	\$450
15-second video spot	\$400

**(JPEG FORMAT; 1920 X 1080 PIXELS AT 72 PPI)**

Slide	\$350
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## DIGITAL SIGNAGE

Maximize your advertising exposure in our facilities with digital signage located in high-traffic areas aboard NAS Fallon. Vibrant, full-color slide advertisements are shown on large digital displays for 20 seconds and silent videos are run for 15 seconds or 30 seconds with over 40,000 monthly exposures. Due to limited amount of air time, space will be contracted on a first come, first serve basis.

**MONTHLY SILENT VIDEO RATE (MPEG-  
4 FORMAT; 1920 X 1080 PIXELS IN HD OR  
NORMAL QUALITY, WIDE OR FULL SCREEN  
SIZE)**

30 seconds	\$550
15 seconds	\$500

**MONTHLY SLIDE RATE (JPEG FORMAT;  
1920 X 1080 PIXELS AT 72 PPI)**

20 seconds	\$450
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NAVY REGION SOUTHWEST

# DIRECTORY 2015-2016

Community Support Programs



## NAVY REGION SOUTHWEST BASES SERVICES DIRECTORY

Navy Region Southwest (NRSW) Fleet & Family Readiness (FFR) offers an annual Services Directory (45,000 published) for all military personnel and their families. This full-color publication is distributed through Navy Welcome Aboard packets, Family Housing Welcome Centers, Bachelor Housing, MWR facilities and Fleet & Family Support Centers. Download or view the current directory on the Navy FFR regional website at [www.navylifesw.com/fallon](http://www.navylifesw.com/fallon). Ad space is limited; the deadline for artwork is April 8, 2016. Issue date is June 1, 2016.

### ANNUAL RATE (ADVERTISER-PROVIDED COLOR AD)

Full-Page Back Cover (4 1/8" w x 7" h) . . . . .	\$4,000
Full-Page Inside Cover (4 1/8" w x 7" h) . . . . .	\$3,000
Half-Page Inside Cover (4 1/8" w x 2 1/2" h) . . . . .	\$2,500
Full-Page (4 1/8" w x 7" h) . . . . .	\$2,000
Half-Page (4 1/8" w x 3 1/2" h) . . . . .	\$1,500

# GET YOUR MILITARY MARKET SHARE!



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

Christine Esposito  
MWR Marketing Manager  
775-426-4240  
Christine.Esposito@navy.mil





**GET YOUR MILITARY MARKET SHARE!**



## **NAVAL AIR STATION FALLON 2016 ADVERTISING OPPORTUNITIES**

**COMMERCIAL SPONSORSHIP | MARKETING COORDINATOR**

**NAS FALLON MWR**

4755 Pasture Rd, Bldg 350

Fallon, NV 89496