

ADVERTISING OPPORTUNITIES

THANK YOU FOR YOUR INTEREST IN MARKETING ABOARD THE COMBAT CENTER. THE MARINE CORPS COMMUNITY SERVICES (MCCS) BUSINESS DEVELOPMENT TEAM IS EXCITED AT THE OPPORTUNITY TO WORK WITH YOU.

THE ROLE OF ADVERTISING

- ▶ Getting your message out to the military market seems nearly impossible. With MCCS Twentynine Palms, we make it easy and affordable!
- ▶ Our Business Development Team will work with you from concept to execution, ensuring that your campaign looks great and gets the results you expect. With a variety of advertising opportunities available, our marketing professionals will work with you to determine the best options to fit with your budget.
- ▶ We understand that an effective advertising campaign takes a lot of creative energy. Take advantage of our expertise and let our artists design eye-catching advertisements that speak to your target demographic. Your investment includes creative consultation and a professional ad design by our in-house graphic artists.
- ▶ We know that you have many choices when it comes to advertising and appreciate the trust you have in us. When you advertise aboard the Combat Center, you quickly become “one of the family”.
- ▶ If you are looking to reach our 20,000+ active duty service members, their families, military retirees and civilian employees, be sure to contact the Business Development Team today.



Be part of the fun and join us today!

Call the Business Development Team
760.830.8691/5055



EVENTLINE BANNER STATIONS

Whether you're arriving on base or leaving, these highly durable, wind resistant, full color banners are guaranteed to make a lasting impression.

MAIN GATE BANNER DISPLAY

(12' x 12' Vinyl Banner)

- ▶ Month-to-Month \$1,100/mo
- ▶ 6 Months \$950/mo
- ▶ 12 Months \$850/mo
- ▶ Production and installation fees apply

CONDOR AND OCOTILLO GATE BANNER DISPLAYS

(7.5' x 12' Vinyl Banner)*

- ▶ Month-to-Month \$1,000/Mo
- ▶ 6 Months \$850/Mo
- ▶ 12 Months \$750/Mo
- ▶ Production and installation fees apply

*Rates are per location

Disclaimers: Pending presentable condition, the banner will become the property of the advertiser at the conclusion of the contract. Maximum of 24 consecutive months at any location.

Impressions: 50,000 patrons/month



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PROMOTIONAL BANNERS

Reach your target audience with fully customized indoor and outdoor promotional banners displayed at various MCCS facilities. The Business Development Team will work with you to select a location that best reaches your target demographic.

MONTHLY AD PLACEMENT

- ▶ Vertical or Horizontal 3' x 8' Banner \$250/location
- ▶ Production and installation fees apply

LOCATIONS

- ▶ East Gym
- ▶ West Gym
- ▶ Camp Wilson Fitness Center
- ▶ Community Center

Impressions: vary by location



LARGE SCALE BANNERS

Turn heads with these large-scale interior and exterior customized banners. These exciting banners are sure to catch the attention of your target audience. With a variety of locations available, our team will work with you to determine the best location to share your message with the Combat Center population.

- ▶ Banner placement is subject to availability.
- ▶ Rates vary based on impressions generated and size of banner
- ▶ One year commitment required; maximum of 24 consecutive months at any one location
- ▶ Production and installation fees apply

LOCATIONS

- ▶ Interior and exterior of all fitness facilities
- ▶ Interior and exterior of the Community Center
- ▶ Exterior Car Wash
- ▶ Exterior Sunset Cinema
- ▶ Victory Field Amphitheater
- ▶ Exterior Camp Wilson



DIGITAL POSTERS

Fully customized digital posters share your message at high-traffic MCCS facilities. The Business Development Team will work with you to select a location that best targets your core demographic.

- ▶ 43" digital displays at ten high-traffic display locations
- ▶ \$900 per quarter

LOCATIONS

- ▶ Career Resource Office
- ▶ Combat Center Library
- ▶ Community Center
- ▶ Desert Wind Golf Course
- ▶ Inns of the Corps - Mountain View
- ▶ Naval Hospital Pharmacy
- ▶ New Horizons Child Development Center
- ▶ Sandy Hill Lanes Bowling Center
- ▶ Shadow Mountain Branch Library
- ▶ Single Marine Program

Impressions: vary by location



ATHLETIC FIELD SIGNS

Our athletic field hosts Intramural and Youth Sports, as well as private and special events throughout the year. Your message will be professionally created and displayed on a 4' x 8' weather resistant outdoor sign.

- ▶ Premier location (facing Adobe Road): \$3,600/ year
- ▶ Felix Athletic Field parking area: \$1,050/year
- ▶ Production and installation fees apply
- ▶ One year commitment is required



ROAD SIDE SIGNS

Get your message on the road with strategically placed road side signs.

- ▶ You will receive one set of road side signs (set consists of three panels) featuring beautiful graphics, printed on special UV coated paper for the brightest colors and durability.
- ▶ 4 Week Campaign: \$800
Impressions: 50,000
- ▶ 2 Week Campaign: \$500
Impressions: 25,000
- ▶ Production and installation fees apply

MULTIMEDIA SLIDE

Your static slide or :30 commercial will reach a captive audience when it airs at the Marine Corps Exchange! Located on large-scale display monitors over the check out stands, your slide will run in a rotation with MCCS information during all business hours.

Your slide will also air in the Sunset Cinema Base Theater prior to every feature presentation!

- ▶ Single static ad: \$600/month (\$150/week)
- ▶ :30 Customer supplied video commercial: \$800/month (\$200/week)

Impressions: 20,000/month



ELECTRONIC MARQUEES

Our full color LED marquees run 24/7 and can provide you with superior coverage to reach your target audience. Monthly investment includes one slide with your custom message running in rotation with MCCS events. Multiple location packages available.

LOCATIONS

- ▶ Adobe/Del Valle near the Main Gate: \$250/month
- ▶ 6th St/Del Valle (double sided): \$200/month
- ▶ Coyote Grill (double sided): \$200/month

Impressions: vary by location



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WINDOW CLINGS

This exciting advertising opportunity prominently displays your message in high-traffic locations. Individual panels make up a large scale image, showcasing your organization to foot and street traffic, as well as facility patrons.

- ▶ Production and installation fees apply
- ▶ Subject to availability

LOCATIONS

- ▶ Wilburn Gym entrance: \$1,200/month
- ▶ Education Center entrance: \$1,200/month
- ▶ Marine Mart windows: \$1,000/month
- ▶ Fitness Facility entrance: \$800/month
- ▶ Sunset Cinema entrance: \$800/month

Impressions: 75,000/month



VEHICLE WRAPS

Take your message to the streets... literally! MCAGCC Single Marine Program's key mission is to provide support and recreation opportunities for unmarried service members. Your message will be displayed alongside our Single Marine Program graphics on three, 21-passenger busses. The busses regularly serve as a shuttle aboard the Combat Center. Additionally, your logo will be visible to all of Southern California

when these busses transport Marines to various recreational activities throughout the Southwest a minimum of twice per month!

- ▶ \$1,500/month
- ▶ Includes all 3 vehicles
- ▶ Annual commitment required
- ▶ Production and installation fees apply

FITNESS CENTER DESK WRAP

Your message will be the center of attention with this corporate wrapped center desk. Your custom advertisement will be displayed on a vinyl cling surrounding the centrally located information desk in the Installation's most frequented facility, Wilburn Gymnasium.

- ▶ \$1,000/ month
- ▶ Production and installation fees apply

Impressions: 45,000/month



MCCS LIFE IN 29 E-NEWSLETTER

This bi-weekly email is a must-see guide to what's happening on base and in our local desert communities. From concerts, to restaurants, to workshops... and everything in between!

ANNUAL AGREEMENT (26 Releases)

- ▶ Leaderboard advertisement with hyperlink (revised quarterly)
- ▶ Leaderboard advertisement with hyperlink (revised quarterly) One Featured Coupon to run for one month
- ▶ "Brought to you by" header recognition for one month
- ▶ \$1,600

6-MONTHS AGREEMENT (13 Releases)

- ▶ Leaderboard advertisement with hyperlink (revised quarterly)
- ▶ Choice of one:
 - > In the Spotlight or Restaurant Feature to run for one month
 - > Featured Coupon to run for one month
- ▶ \$900

A LA CARTE PRICING

- | | |
|---|-------|
| ▶ In the Spotlight or Restaurant Feature to run for one month | \$200 |
| ▶ Leaderboard Advertisement with hyperlink for one month | \$150 |
| ▶ "Brought to you by" header recognition for one month | \$125 |



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WEB ADVERTISING

29Palms.USMC-MCCS.org is the Combat Center’s one-stop website for all local information and Combat Center news. With an average of 50,000 organic monthly users, your advertisement will be front-and-center to our international audience.

PREMIUM LANDING PAGE with hyperlink
 \$600/month

STATIC ADVERTISEMENT with hyperlink
 \$500/quarter

LEADERBOARD ADVERTISEMENT with hyperlink
 \$400/quarter



MCGS ULTIMATE GUIDE

This full color annual Guide includes information about MCAGCC, Twentynine Palms. Within these pages you will get a glimpse at the history and purpose of the Combat Center as well as insight into MCGS facilities, programs and services. Loaded with vital information, 10,000 copies are disseminated to all new MCAGCC arrivals at the monthly Welcome Aboard seminars, MCGS Outlets and as literature mailed to prospective new arrivals. A digital version is also available for reference at 29Palms.USMC-MCGS.org.

PREMIUM AD PLACEMENT

(max. 2 consecutive years)

- ▶ Back cover \$1,300
- ▶ Inside front cover or inside back cover \$1,200
- ▶ On the fold \$1,200

INTERIOR AD PLACEMENT

- ▶ Full page ad \$1,050
- ▶ Half page ad \$825
- ▶ Quarter page ad \$600



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WALL GRAPHICS

Custom wall graphics are a great way to make a huge impression! Your eye-catching advertisement, prominently displayed on the exterior of one of our high-traffic facilities is sure to turn heads and drive engagement.

LOCATIONS

- ▶ West exit of Marine Corps Exchange \$1,000/month
- ▶ East exit of Marine Corps Exchange \$1,000/month
- ▶ Victory Field Amphitheater \$850/month

Production and installation fees apply

Impressions: vary by location



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VIDEO CREATION PACKAGES

Are you eager to produce a commercial for your business, but aren't sure where to start? Let our team help! From concept to execution, and everything in between, our professional production team will give life to your vision.

BRONZE PACKAGE **\$1,500**

- ▶ One hour consultation
- ▶ :30 video (no voice over or narration) with one client edit
- ▶ 2 months advertising on 2 digital poster stands

SILVER PACKAGE **\$2,750**

- ▶ One hour consultation
- ▶ :30 video (no voice over or narration) with one client edit
- ▶ 2 months advertising on 2 digital poster stands
- ▶ 2 months advertising in multimedia slide show

GOLD PACKAGE **\$4,000**

- ▶ One hour consultation
- ▶ :30 video (no voice over or narration) with one client edit
- ▶ 2 months advertising on 2 digital poster stands
- ▶ 2 months advertising in multimedia slide show
- ▶ 2 months advertising on various MCCS facility televisions
- ▶ A la carte-
- ▶ 1 hour consultation: \$250
- ▶ :30 video creation with 1 edit: \$1,300
- ▶ Additional edits: \$150 each