KNOW YOUR MILITARY MARKET

OUR MISSION
To invest in Marines for duty, home and self. The Marine Corps has a long history and proud tradition that has existed since 1775. We follow the Semper Fi spirit to create solutions that build enduring brand recognition and solid business partnerships. Delivering excellence is our mission as we explore and activate new strategies with our business partners.

MCCS Advertising and Sponsorship can help integrate your brand’s products or services within the Marine market through an array of platforms, promotions and events. Our team offers a myriad of customizable advertising and sponsorship packages aimed at ensuring a measurable return on investment for our partners.

Military Community
• Has time for leisure: Marines earn 30 vacation days a year.

• Has money to spend: Marines typically earn more annually than the U.S. household median income.

• Is young: 43% of Active Duty Marines are between 17-24 years of age.

• Is smart: Marines are well educated, and G.I. Bill benefits support further education for many Marines and their Families.

• 68% of them find brands more meaningful when they see their ads on-installation.

• Our Active military personnel are 100% employed, with over $3 billion in total spending power

• Your Military Advertising Dollars Support Marines, Sailors, and their Families.

• 3 Installations; Marine Corps Base Camp Lejeune, Marine Corps Air Station New River and Marine Corps Logistics Base Albany

*Sources: MCB FY 18 1st QTR POP STAT, MCI East Economic Impact 2015, The Marine Corps Demographic Update, Re:Fuel Agency
**MCB CAMP LEJEUNE & MCAS NEW RIVER**

**Demographics**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Duty</td>
<td>43,423</td>
</tr>
<tr>
<td>Active Duty Family</td>
<td>43,802</td>
</tr>
<tr>
<td>Retiree</td>
<td>18,356</td>
</tr>
<tr>
<td>Retiree Family</td>
<td>28,936</td>
</tr>
<tr>
<td>Reserve</td>
<td>12,303</td>
</tr>
<tr>
<td>Reserve Family</td>
<td>9,347</td>
</tr>
<tr>
<td>DoD Civilian</td>
<td>8,110</td>
</tr>
</tbody>
</table>

Total 164,277

*Sources: MCB FY 21 4th QTR POP STAT, MCI East Economic Impact 2015, The Marine Corps Demographic Update, Re:Fuel Agency*
Marquees

**Locations:** MCB Camp Lejeune, MCAS New River, and MCLB Albany

**Rotation:** Monthly

**Advertiser** provides artwork: JPEG, 72 ppi, RGB, Various sizes listed below and on components page. Strategically placed for maximum exposure aboard Marine Corps Base Camp Lejeune, Marine Corps Air Station New River, and Marine Corps Logistics Base Albany.

### Details

<table>
<thead>
<tr>
<th>Details</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 slot plays 24 hours per day 7 days per week 5 sign locations</td>
<td>All Patrons Average daily inbound traffic – 60,000</td>
</tr>
</tbody>
</table>

### MCB Camp Lejeune and MCAS New River

- **5x8 FT Display 72dpi, RGB**
  - 240px
  - 384px

- **2x8 FT Display 72dpi, RGB**
  - 384px
  - 96px

- **3x10 FT Display 72dpi, RGB**
  - 480px

- **6x13 FT Display 72dpi, RGB**
  - 624px

### MCLB Albany

- **x FT Display 72dpi, RGB**
  - 864px

- **x FT Display 72dpi, RGB**
  - 732px

- **x FT Display 72dpi, RGB**
  - 288px

- **x FT Display 72dpi, RGB**
  - 288px
DIGITAL ADVERTISING

Facility Slide

**Locations:** MCB Camp Lejeune & MCAS New River

**Rotation:** Monthly (option to switch bi-monthly)

**Advertiser** provides artwork: 1920x1080 pixels, JPG, 300 ppi, RGB;
Bonnyman Bowling 512x288 pixels, 16 or 24 bit, BMP, 72ppi, RGB

Located in high traffic areas, full-color slide advertisements on large digital displays.

<table>
<thead>
<tr>
<th>Locations</th>
<th>Main Target</th>
<th>Avg. Annual Patron Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six (6) Single Marine Program Recreation Centers</td>
<td>Active Duty 18-24</td>
<td>400,000</td>
</tr>
<tr>
<td>Wallace Creek Fitness Center</td>
<td>Active Duty-All Ages</td>
<td>990,000</td>
</tr>
<tr>
<td>TT Community Center</td>
<td>Military Families</td>
<td>20,000</td>
</tr>
<tr>
<td>Eight (8) Marine Marts</td>
<td>Active Duty</td>
<td>6M transactions</td>
</tr>
<tr>
<td>Main Exchange(s) and Tun Alley</td>
<td>All Patrons</td>
<td>1.8M transactions</td>
</tr>
<tr>
<td>2 Movie Theaters (30s Commercial or 1 Slide rotated 3x)</td>
<td>All Patrons</td>
<td>36,000</td>
</tr>
<tr>
<td>New River Bowling Center</td>
<td>All Patrons</td>
<td>40,000</td>
</tr>
<tr>
<td>Bonnyman Bowling Center on Camp Lejeune</td>
<td>All Patrons</td>
<td>75,000</td>
</tr>
</tbody>
</table>

- **YOUR AD HERE**
  - Facility Slide – JPG, 300ppi, RGB
  - 1080px

- **YOUR AD HERE**
  - Bonnyman – BMP, 24 bit, BMP, 72ppi, RGB
  - 512px
Social Media

**Location:** Facebook page for MCCS Lejeune-New River and MCLB Albany

**Advertiser** provides artwork

Restrictions apply.

**Disclaimer:** Potential reach 54,000+. Reach is dependent upon content supplied by ADVERTISER.

<table>
<thead>
<tr>
<th>Details</th>
<th>Target</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>54K+ Followers</td>
<td>Military Community</td>
<td>1080x1080 px*, 72 ppi, PNG RGB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*or current up to date FB dimension</td>
</tr>
</tbody>
</table>

Impressions: 12,580 • Reactions: 256 • Link Clicks: 43

Impressions: 144,033 Reactions: 3,055 Shares: 516

Impressions: 6,894 • Reactions: 79 • Link Clicks: 118

Impressions: 7,787 • Reactions: 64 • Link Clicks: 469
**DIGITAL ADVERTISING**

**Website**

**Location:** Online  
**Rotation:** Monthly (option to switch bi-monthly)  
**Advertiser** provides artwork: two sizes, 72ppi, JPG, RGB  
Web packages group like audiences into one highly-valued niche market. Mobile friendly responsive website.

<table>
<thead>
<tr>
<th>Pages</th>
<th>Target</th>
<th>Avg. Annual Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Main Page</td>
<td>All</td>
<td>218,542</td>
</tr>
<tr>
<td>(B) Movies and Events</td>
<td>Entertainment (All)</td>
<td>137,117</td>
</tr>
<tr>
<td>(C) Onslow Beach</td>
<td>All, Tourism</td>
<td>168,198</td>
</tr>
<tr>
<td>(D) Marine Corps Family Team Building, Community Rec, Youth Sports, and Pools</td>
<td>Military Families</td>
<td>90,613</td>
</tr>
<tr>
<td>(E) Outdoor Adventures, Travel, Rec Issue, and Golf</td>
<td>Entertainment (All)</td>
<td>132,842</td>
</tr>
<tr>
<td>(F) Single Marine Program, Adult Sports, and Marine Marts</td>
<td>Single/Unaccompanied Marines and Sailors</td>
<td>43,030</td>
</tr>
<tr>
<td>(G) Transition Readiness Branch</td>
<td>Transitioning Marines</td>
<td>149,883</td>
</tr>
<tr>
<td>(H) Education Centers, Library, Family Member Employment Assistance Program, and Skillbridge</td>
<td>Higher Learning</td>
<td>146,246</td>
</tr>
<tr>
<td>(I) Fitness, Group X, and Grand Prix Series</td>
<td>Health &amp; Fitness (Military Families)</td>
<td>111,997</td>
</tr>
<tr>
<td>(J) Children Youth &amp; Teens, Information &amp; Referral, Jobs, Exceptional Family Member Program, and Inns of the Corps</td>
<td>Entertainment (All)</td>
<td>132,842</td>
</tr>
</tbody>
</table>
MCCS Weekly E-newsletter

**Location:** email to 3,850 households aboard two installations. In addition, the newsletter is shared on our Facebook page.

**Advertiser** provides artwork

Restrictions apply.

<table>
<thead>
<tr>
<th>Details</th>
<th>Target</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,850 households plus 50K+ Facebook followers</td>
<td>Military Community</td>
<td>Reference Image, 72 ppi, JPG RGB</td>
</tr>
</tbody>
</table>

**DIGITAL ADVERTISING**

**Square**

250px

YOUR AD HERE

250px

**Banner**

471px

YOUR AD HERE

1200px
PRINT ADVERTISING

Base Wide Display

**Locations**: Fitness Centers (12), Single Marine Program Recreation Centers (6), Bowling Centers (2), Libraries, MCCS Facility Bathroom Stalls, Education Center, etc.

**Target**: All Patrons, Active Duty, Families

**Advertiser** provides artwork, print material(s)

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Location</th>
<th>Avg. Annual Patron Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>3x5 feet</td>
<td>Six (6) Single Marine Program Recreation Centers</td>
<td>400,000</td>
</tr>
<tr>
<td>Posters</td>
<td>22x28 inches</td>
<td>12 Fitness Centers</td>
<td>3.3M</td>
</tr>
<tr>
<td>Flyers</td>
<td>8.5x11 inches</td>
<td>4 MCCS Lejeune-New River Libraries</td>
<td>296,000</td>
</tr>
<tr>
<td>Brochures</td>
<td>Bi-fold, Tri-Fold</td>
<td>2 Bowling Centers</td>
<td>115,000</td>
</tr>
<tr>
<td>Bathroom Stall Signs</td>
<td>approx. 8.5x11</td>
<td>John A. Lejeune Education Center</td>
<td>182,000</td>
</tr>
<tr>
<td>Customized</td>
<td>Cling, Table Tent, ETC.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Outdoor

**Locations:** MCB Camp Lejeune, MCAS New River, and MCLB Albany  
**Options:** Banners  
**Advertiser** provides artwork, print material(s), 3’x5’ (feet)

<table>
<thead>
<tr>
<th>Locations</th>
<th>Target</th>
<th>Avg Annual Patron Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Sports Fields</td>
<td>Military Children, Families</td>
<td>2,000 Families</td>
</tr>
<tr>
<td>Intramural (Adult) Sports</td>
<td>Active Duty</td>
<td>4,500 Athletes</td>
</tr>
<tr>
<td>Onslow Beach</td>
<td>Military Community</td>
<td>125,000</td>
</tr>
<tr>
<td>Paradise Point Golf Course</td>
<td>All Patrons</td>
<td>30,000</td>
</tr>
<tr>
<td>Golf Tee Signs or Banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas Pump Ad on Fuel Pumps</td>
<td>All Patrons</td>
<td>10.2M gallons sold</td>
</tr>
</tbody>
</table>
PRINT ADVERTISING
Mobile Billboard

Locations: MCB Camp Lejeune & MCAS New River
Option: Adhesive vinyl
Advertiser provides artwork, print & installation
MCCS services all vending machines aboard Camp Lejeune, New River, and outlying commands. Your message can be seen outside of barracks, industrial work areas, MCCS facilities, and more!

<table>
<thead>
<tr>
<th>Details</th>
<th>Target</th>
<th>Avg. Daily Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCCS Vending Truck</td>
<td>Military Community, Highway Travelers</td>
<td>M-F, 7 hours on the road per day</td>
</tr>
</tbody>
</table>
Large Format

Locations: MCB Camp Lejeune, MCAS New River, and MCLB Albany
Options: Banners, Wallscapes, Windows, Counters, Columns, etc.
Advertiser provides artwork, print & installation

<table>
<thead>
<tr>
<th>Details</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum awareness and impact. Custom designed.</td>
<td>Military Community or Target Specific</td>
</tr>
</tbody>
</table>
Paradise Point Golf Course

**Locations:** MCB Camp Lejeune, Two 18-hole courses

**Advertiser** provides artwork

<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf Tee Sign</td>
<td>1 tee sign per course, 2 total</td>
<td>All Patrons</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg. 50K patrons annual</td>
</tr>
<tr>
<td>Golf Score Card</td>
<td>Score Card for each course</td>
<td>All Patrons</td>
</tr>
<tr>
<td></td>
<td>(40K printed score cards)</td>
<td>Avg. 50K patrons annual</td>
</tr>
</tbody>
</table>

**Advertising Packages**

- **Gold Level:**
  - Double ad space in scorecard
  - Ad on two tee signs
  - Digital Slide on Pro Shop TV Monitor
  - 3'x5' banner at golf course
  - Ad on golf course website

- **Silver Level:**
  - Ad on 40K printed scorecards
  - Ad on two tee signs

- **Bronze Level:**
  - Ad on 40K scorecards OR
  - Ad on two tee signs
**Locations:** MCB Camp Lejeune, MCAS New River, MCLB Albany, or MCCS Facilities with location approval by MCCS

**Target:** All Patrons

### Automotive Displays

<table>
<thead>
<tr>
<th>New Car Vehicle Showcase Event</th>
<th>Monthly Static New Car Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Event period: 1-3 day option</td>
<td>- High traffic display location(s)</td>
</tr>
<tr>
<td>- Pre-event advertising</td>
<td>- Lead collection box placement</td>
</tr>
<tr>
<td>- High traffic display location</td>
<td></td>
</tr>
<tr>
<td>- Display space</td>
<td></td>
</tr>
<tr>
<td>- On-site activation</td>
<td></td>
</tr>
</tbody>
</table>

**Locations:**
- MCB Camp Lejeune
- MCAS New River
- MCLB Albany
- MCCS Facilities with location approval by MCCS

**Target:**
- All Patrons

### Tabling Event Details

<table>
<thead>
<tr>
<th>Details</th>
<th>Target</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabling Event</td>
<td>All patrons</td>
<td>MCCS facilities, or Unit events</td>
</tr>
</tbody>
</table>
MCCS ADVERTISING POLICIES

1. MCCS reserves the right to review and approve all advertising prior to activation.

2. MCCS requires the following disclaimer statement to be included in all advertising: “MCCS Sponsor. No Federal or DoD endorsement implied.”

3. MCCS can accept any of the following file types when submitting artwork:
   • Adobe Photoshop (.psd)
   • Adobe Illustrator (.eps and .ai)
   • Adobe Acrobat (.pdf)
   • JPEG (.jpg)
   • PNG

4. Artwork resolution requirements vary based on area of advertisement. Refer to MCCS Components Dimensions

5. Advertiser supplies artwork, print materials, and where applicable installation costs.
MCCS ADVERTISING COMPONENTS

Digital Marquees.
5x8 FT Display
384w X 240h px, 72 ppi, JPG, RGB
3x10 FT Display
480w X 144h px, 72 ppi, JPG, RGB
6x13 FT Display
624w X 288h px, 72 ppi, JPG, RGB
2x8 FT Display
384w W 96h px, 72 ppi, JPG, RGB

MCCS Weekly
Paid ad square
250x250 px, 72 ppi, JPG, RGB
Paid Ad Banner
1200w X 471h px, 72 ppi, JPG, RGB

Social Media
Facebook
Event Image – 1920w X 1005h px, 72 ppi, JPG, RGB
Story – 1080x1920 px, 72 ppi, JPG, RGB
Instagram
Event Image – 1080x1080 px, 72 ppi, JPG, RGB
Twitter
Event Image – 1600x900 px, 72 ppi, JPG, RGB

Website
Rotator – 2400w x 800h px, 72 ppi, JPG, RGB
Mobile – 500x500 px, 72 ppi, JPG, RGB

Digital Facility Slide
1920x1080 px, 300 ppi, JPG, RGB
Bonnyman Bowling Center Slide (Camp Lejeune)
512x288 px, 16/ 24 bit, BMP, 72 ppi, RGB

Poster
22x28 in, 300 ppi, PDF

Banners
3x5 ft dependent on facility location

Printed/Electronic Flyer
Max size 8.5x11 in, 300 ppi, PDF

Gas Topper
Trim Size – 20.5 W x 12.5 H in
Visible Area – 18.5 W x 10.5 H in
300 ppi, PDF, (1 inch margin from all edges)

Bathroom Stall Ad
8.5w X 11h in, 300 ppi, PDF
CONTACT US TODAY

MARINE CORPS COMMUNITY SERVICES
MARINE CORPS BASE, CAMP LEJEUNE
MARINE CORPS AIR STATION, NEW RIVER
MARINE CORPS LOGISTICS BASE, ALBANY

Phone: (910) 451-2128
Email: MCCSLejeuneCommSponsorship@usmc-mccs.org
Visit: https://lejeunenewriver.usmc-mccs.org/more/sponsorship-advertising