



# **ADVERTISING OPPORTUNITIES**

**MARINE CORPS COMMUNITY SERVICES  
CAMP LEJEUNE  
NEW RIVER  
ALBANY**

June 2022





# CAMP LEJEUNE

HOME OF  
EXPEDITIONARY  
FORCES IN READINESS



NEW RIVER  
AVIATION MEMORIAL

MARINE CORPS LOGISTICS BASE  
ALBANY, GA.  
HOME OF  
HEADQUARTERS  
MARINE CORPS LOGISTICS COMMAND



## DEMOGRAPHICS

## OPPORTUNITIES

## CONNECT

### KNOW YOUR MILITARY MARKET

MCB Camp Lejeune, MCAS New River & MCLB Albany  
Demographics

### MEET YOUR BUSINESS OBJECTIVES

#### ADVERTISING

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<https://lejeunenewriver.usmc-mccs.org/more/sponsorship-advertising>



# KNOW YOUR MILITARY MARKET

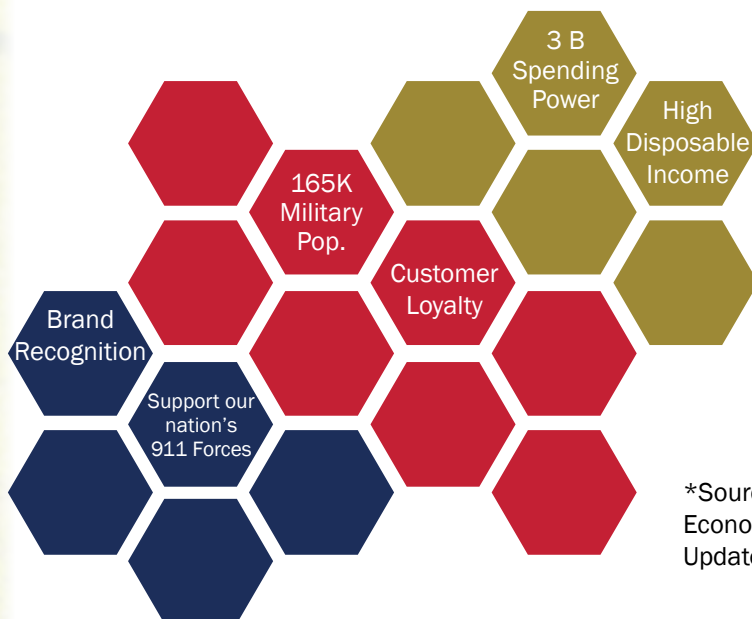
## OUR MISSION

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

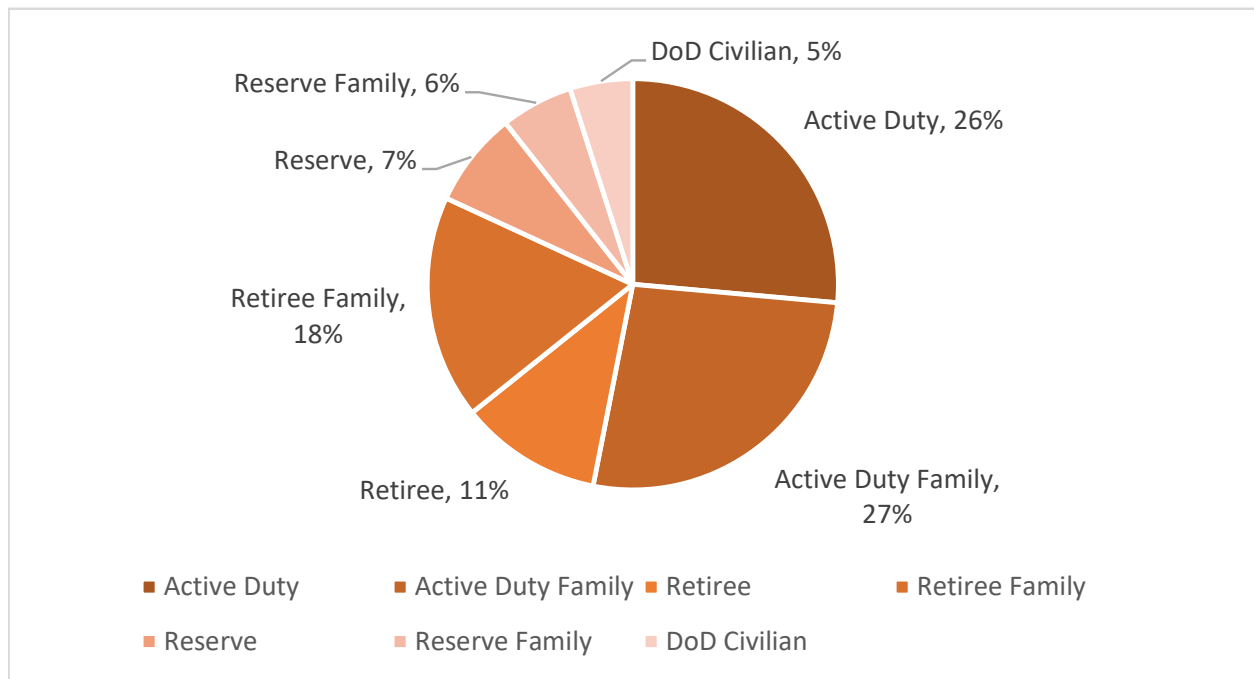


\*Sources: MCB FY 18 1st QTR POP STAT, MCI East Economic Impact 2015, The Marine Corps Demographic Update, Re:Fuel Agency

# MCB CAMP LEJEUNE & MCAS NEW RIVER

## Demographics

Active Duty	43,423
Active Duty Family	43,802
Retiree	18,356
Retiree Family	28,936
Reserve	12,303
Reserve Family	9,347
DoD Civilian	8,110
<b>Total</b>	<b>164,277</b>



**“ We’ll put you on the front lines for market segments that are primed to hear what you have to say. ”**

\*Sources: MCB FY 21 4<sup>TH</sup> 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	Target
1 slot plays 24 hours per day 7 days per week 5 sign locations	All Patrons Average daily inbound traffic – 60,000



MCB Camp Lejeune and MCAS New River

240px

5x8 FT Display  
72dpi, RGB

384px

144px

3x10 FT Display  
72dpi, RGB

480px

96px

2x8 FT Display  
72dpi, RGB

384px

288px

6x13 FT Display  
72dpi, RGB

624px



MCLB Albany

288px

x FT Display  
72dpi, RGB

864px

288px

x FT Display  
72dpi, RGB

732px



# 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.

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

1080px

**YOUR AD HERE**

Facility Slide – JPG, 300ppi, RGB

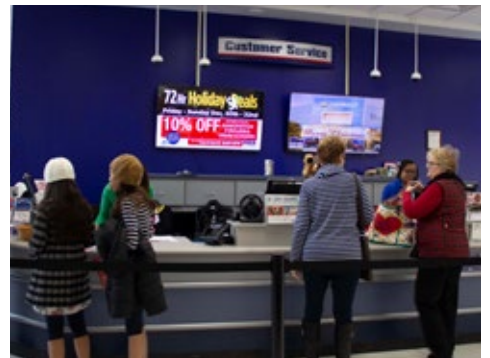
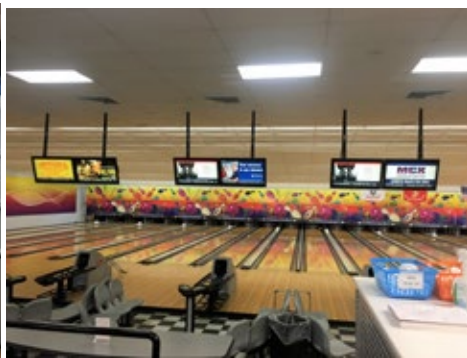
1920px

288px

**YOUR AD HERE**

Bonnyman – BMP, 24 bit, BMP, 72ppi, RGB

512px





# DIGITAL ADVERTISING

## Social Media

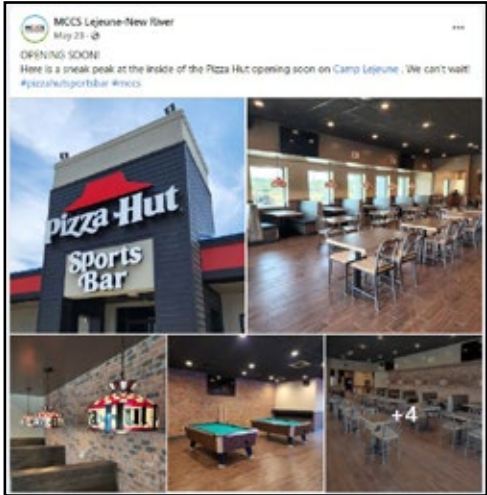
**Location:** Facebook page for MCCS Lejeune-New River and MCLB Albany

**Advertiser** provides artwork

Restrictions apply.

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

Details	Target	Format
54K+ Followers	Military Community	1080x1080 px*, 72 ppi, PNG RGB *or current up to date FB dimension



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

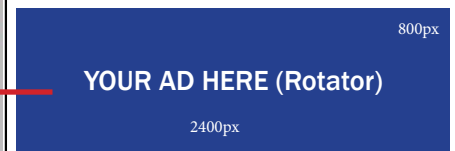
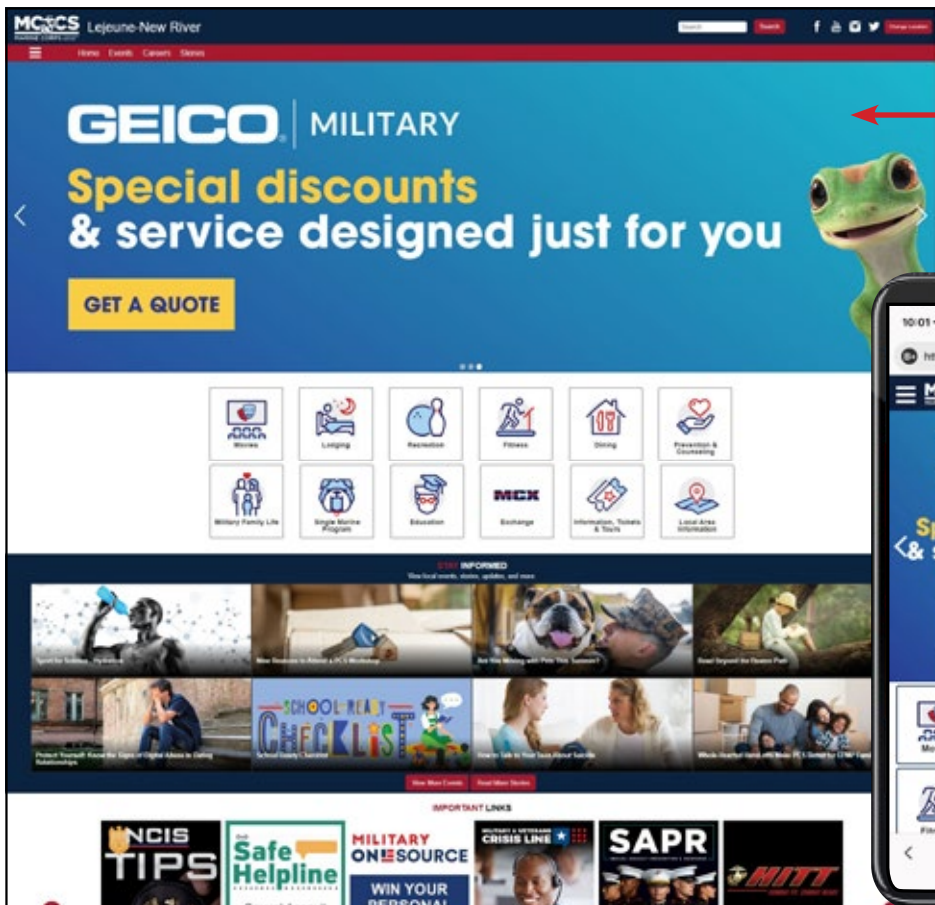
**Rotation:** Monthly (option to switch bi-monthly)

**Advertiser** provides artwork: two sizes, 72ppi, JPG, RGB

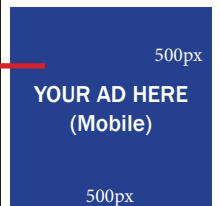
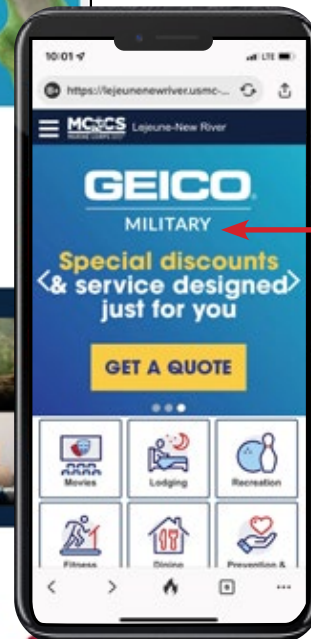
Web packages group like audiences into one highly-valued niche market.

Mobile friendly responsive website.

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



Mobile View

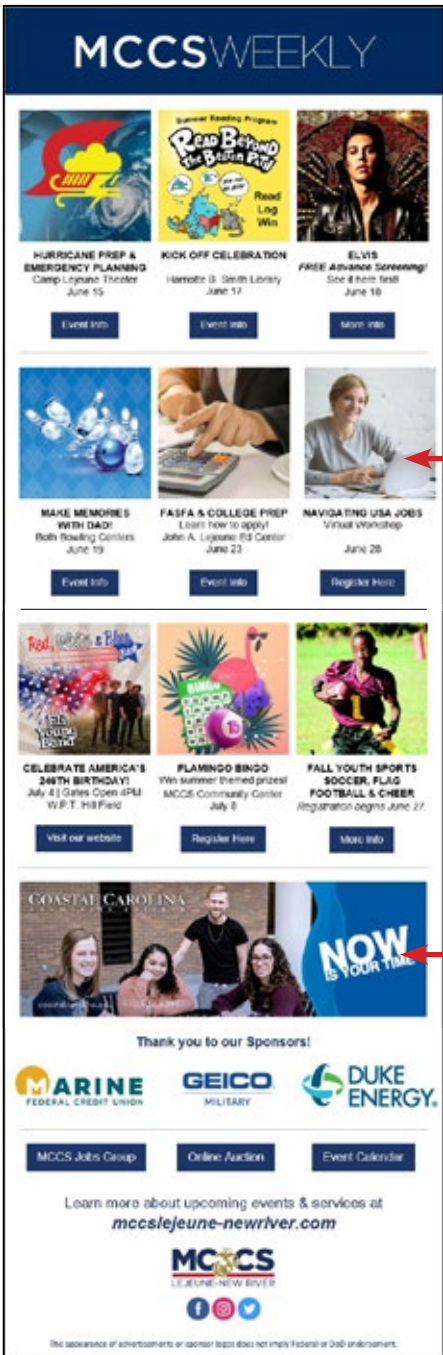


# MCCS Weekly E-newsletter

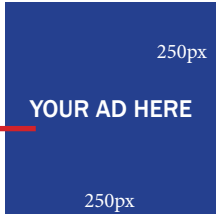
**Location:** email to 3,850 households aboard two installations. In addition, the newsletter is shared on our Facebook page.

**Advertiser** provides artwork  
Restrictions apply.

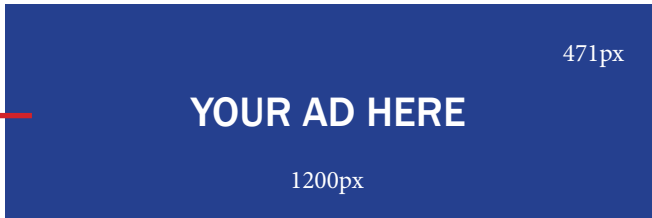
Details	Target	Format
3,850 households plus 50K+ Facebook followers	Military Community	Reference Image, 72 ppi, JPG RGB



Square



Banner





# PRINT ADVERTISING

## Base Wide Display

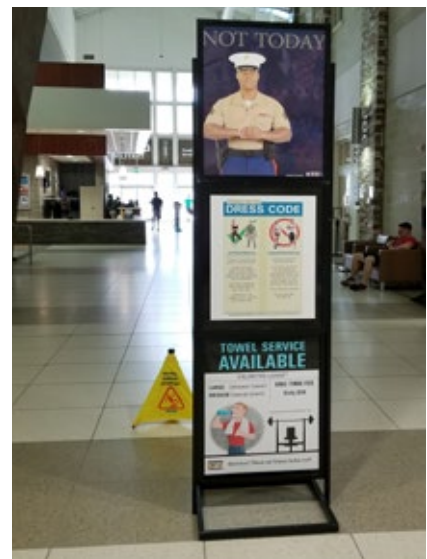
**Locations:** Fitness Centers (12), Single Marine Program Recreation Centers (6), Bowling Centers (2), Libraries, MCCS Facility Bathroom Stalls, Education Center, etc.

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

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

Type	Size
Banners	3x5 feet
Posters	22x28 inches
Flyers	8.5x11 inches
Brochures	Bi-fold, Tri-Fold
Bathroom Stall Signs	approx. 8.5x11
Customized	Cling, Table Tent, ETC.

Locations	Avg. Annual Patron Count
Six (6) Single Marine Program Recreation Centers	400,000
12 Fitness Centers	3.3M
4 MCCS Lejeune-New River Libraries	296,000
2 Bowling Centers	115,000
John A. Lejeune Education Center	182,000



# PRINT ADVERTISING

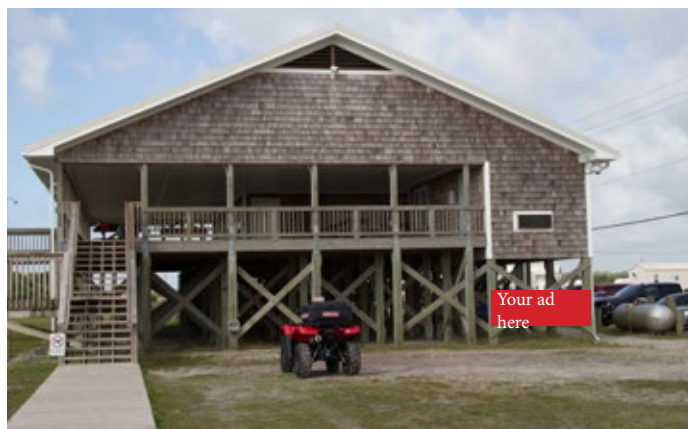
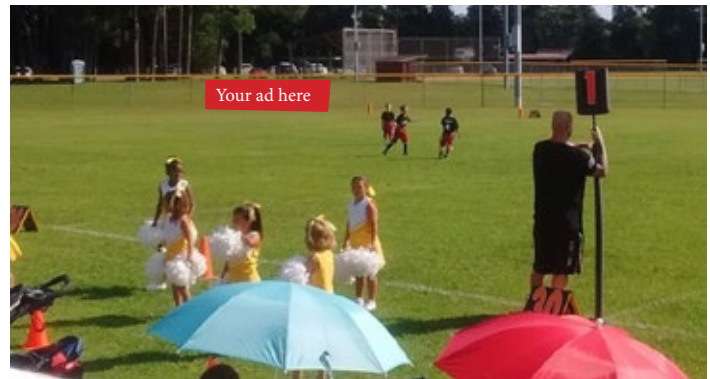
## Outdoor

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

**Options:** Banners

**Advertiser** provides artwork, print material(s), 3'x5' (feet)

Locations	Target	Avg Annual Patron Count
Youth Sports Fields	Military Children, Families	2,000 Families
Intramural (Adult) Sports	Active Duty	4,500 Athletes
Onslow Beach	Military Community	125,000
Paradise Point Golf Course Golf Tee Signs or Banner	All Patrons	30,000
Gas Pump Ad on Fuel Pumps	All Patrons	10.2M gallons sold





# 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!

Details	Target	Avg. Daily Exposure
MCCS Vending Truck	Military Community, Highway Travelers	M-F, 7 hours on the road per day





# PRINT ADVERTISING

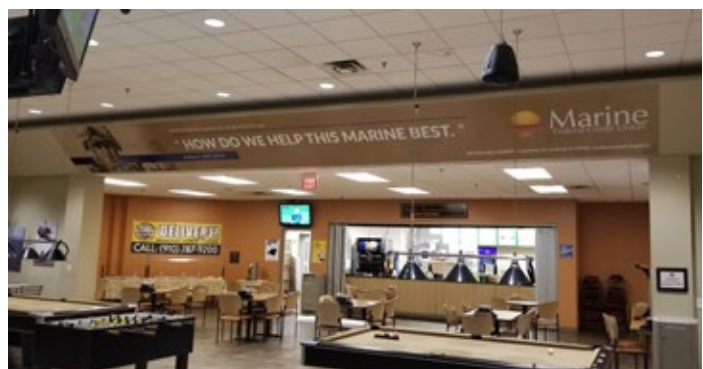
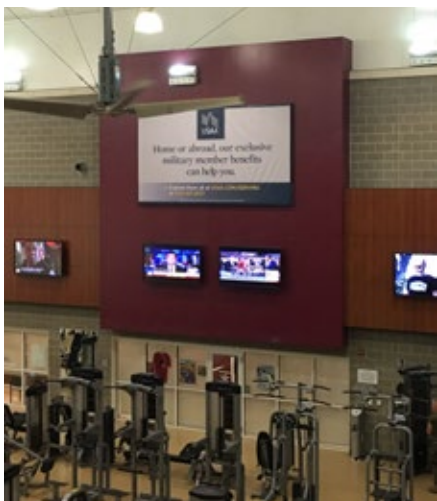
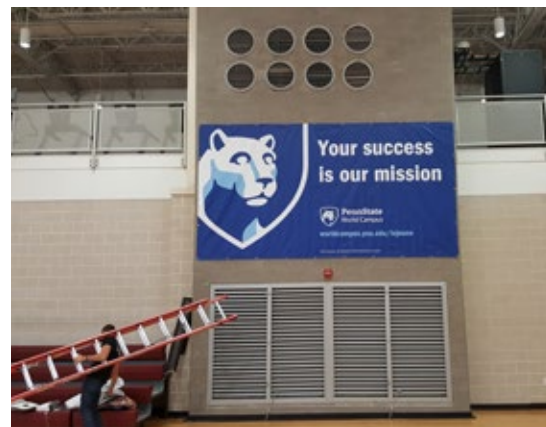
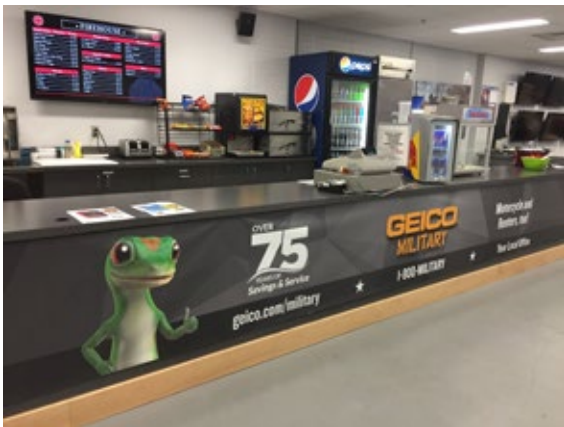
## Large Format

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

**Options:** Banners, Wallscapes, Windows, Counters, Columns, etc.

**Advertiser** provides artwork, print & installation

Details	Target
Maximum awareness and impact. Custom designed.	Military Community or Target Specific



# Paradise Point Golf Course

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

**Advertiser** provides artwork

Location	Details	Target
Golf Tee Sign	1 tee sign per course, 2 total	All Patrons Avg. 50K patrons annual
Golf Score Card	Score Card for each course (40K printed score cards)	All Patrons Avg. 50K patrons annual

Advertising Packages		
<p><b>Gold Level:</b></p> <ul style="list-style-type: none"> <li>-Double ad space in scorecard</li> <li>-Ad on two tee signs</li> <li>-Digital Slide on Pro Shop TV Monitor</li> <li>-3'x5' banner at golf course</li> <li>-Ad on golf course website</li> </ul>	<p><b>Silver Level:</b></p> <ul style="list-style-type: none"> <li>-Ad on 40K printed scorecards</li> <li>-Ad on two tee signs</li> </ul>	<p><b>Bronze Level:</b></p> <ul style="list-style-type: none"> <li>-Ad on 40K scorecards OR</li> <li>-Ad on two tee signs</li> </ul>



# PRODUCT ADVERTISING

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

**Target:** All Patrons

Automotive Displays	
New Car Vehicle Showcase Event	Monthly Static New Car Display
<ul style="list-style-type: none"> <li>-Event period: 1-3 day option</li> <li>-Pre-event advertising</li> <li>-High traffic display location</li> <li>-Display space</li> <li>-On-site activation</li> </ul>	<ul style="list-style-type: none"> <li>-High traffic display location(s)</li> <li>-Lead collection box placement</li> </ul>



Details	Target	Locations
Tabling Event	All patrons	MCCS facilities, or Unit events





# 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



# CONNECT

## CONTACT US TODAY

### MARINE CORPS COMMUNITY SERVICES

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

Phone: (910) 451-2128

Email: [MCCSLejeuneCommSponsorship@usmc-mccs.org](mailto:MCCSLejeuneCommSponsorship@usmc-mccs.org)

Visit: <https://lejeunenewriver.usmc-mccs.org/more/sponsorship-advertising>

