NAS Pax River Base Population

- Active Duty: 2,400
- Reserves: 240
- DoD Civilians: 9,604
- DoD Contractors: 9,517

Total: 21,858
MWR’S MONTHLY ‘WHAT’S NEXT’ MAGAZINE

• 5,000+ copies printed & distributed through NAS Pax River & NRC Solomons each month.

• Digital copy of magazine available on NavyMWRPaxRiver.com/whats-next/ with clickable links.

• Glossy front and back cover.

PRICE:

Back Cover (8.5”x11”): $350/ month
Inside Front Cover (8.5”x11”): $350/ month
Full Page (8.5”x11”): $250/ month
Half Page (8.5”x5.5”): $100/ month
Quarter Page (4.25”x5.5”): $50/ month
MWR WEEKLY EMAIL NEWSLETTER

• 15,000+ recipients located throughout Southern Maryland and the DC metro area.

• Average open rate of 14%.

• media size 550x309 px

PRICE:

Per Week: $100/
Per Month: $350/
Posters & Banners displayed at MWR facilities

- Drill Hall Fitness Center - 30,000 impressions per month
- River's Edge Conference Center / Restaurant - 7,500 impressions per month
- Center Stage Theater - 6,400 impressions per month
- Bachelor Housing (Barracks) - 8,000 impressions per month
- Additional facilities available

PRICE:

Poster (22”x28”): $100/ month
Banner (6’x3’): $400/ month

*Banners larger than 6’x3’ increase price by $50/ additional foot.*
DIGITAL DISPLAYS

Digital Displays above each lane in Bowling Center & Advertising on our Movie Theater Screen prior to each movie

- **Center Stage Theater** - 6,400 impressions per month
  - Seven Movies shown per week.
- **Bowling Center** - 8,000 impressions per month
  - Monthly price includes placement on all monitors in Bowling Center

**PRICE:**

- **Bowling Center Digital Ad (1920x1080 px):** $350/ month
- **Theater Digital Ad (1920x1080 px):** $350/ month
- **30 Second Theater Video Ad (1920x1080 px):** $350/ month
- **60 Second Theater Video Ad (1920x1080 px):** $500/ month
ADDITIONAL DIGITAL DISPLAYS

Coming to the Following Locations in 2019

• Center Stage Theater
• Drill Hall Fitness Center Cardio & Weight Room
• Tickets & Travel Office
• River’s Edge Catering & Conference Center
• Cedar Point Golf Course
• Navy Recreation Center Solomons Lodging Office
• Navy Recreation Center Solomons Fitness Center

PRICE:

TBD based on monthly patron counts.