

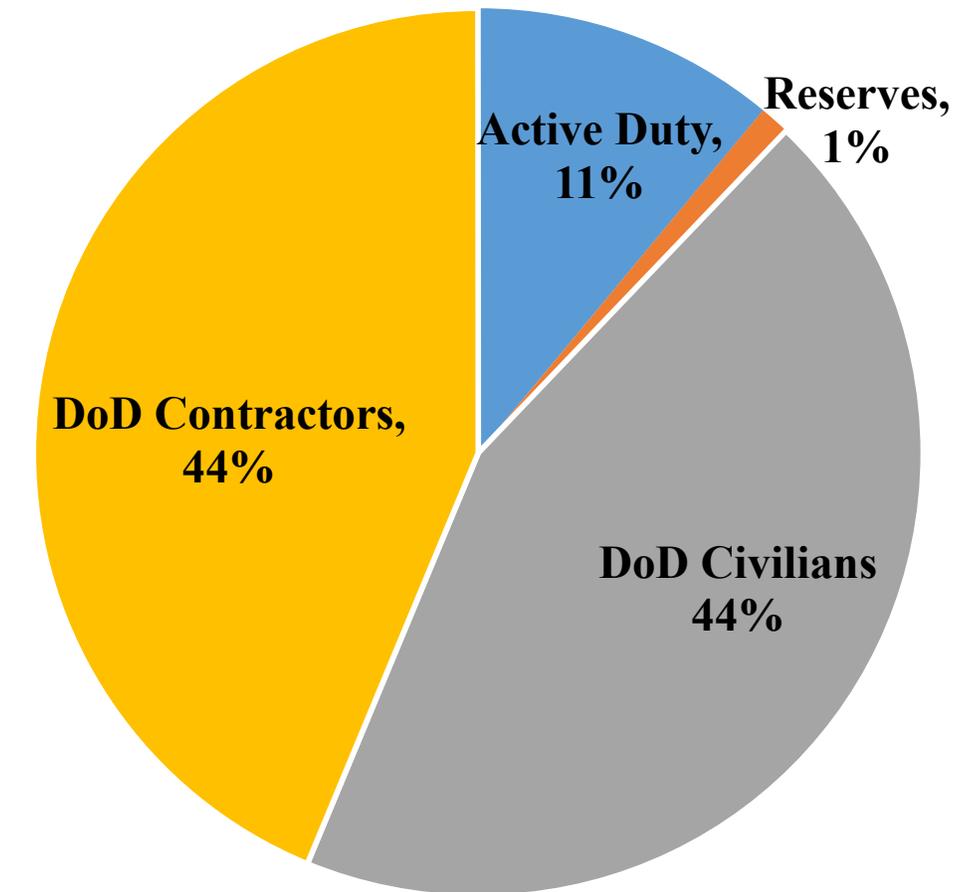


**NAVAL AIR STATION  
PATUXENT RIVER  
&  
NAVAL RECREATION  
CENTER SOLOMONS**

**2019 ADVERTISING MEDIA KIT**

# DEMOGRAPHICS

## NAS Pax River Base Population



■ Active Duty ■ Reserves ■ DoD Civilians ■ DoD Contractors

**Active Duty: 2,400**

**Reserves: 240**

**DoD Civilians: 9,604**

**DoD Contractors: 9,517**

**Total: 21,858**

# PRINT



## 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/](http://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**

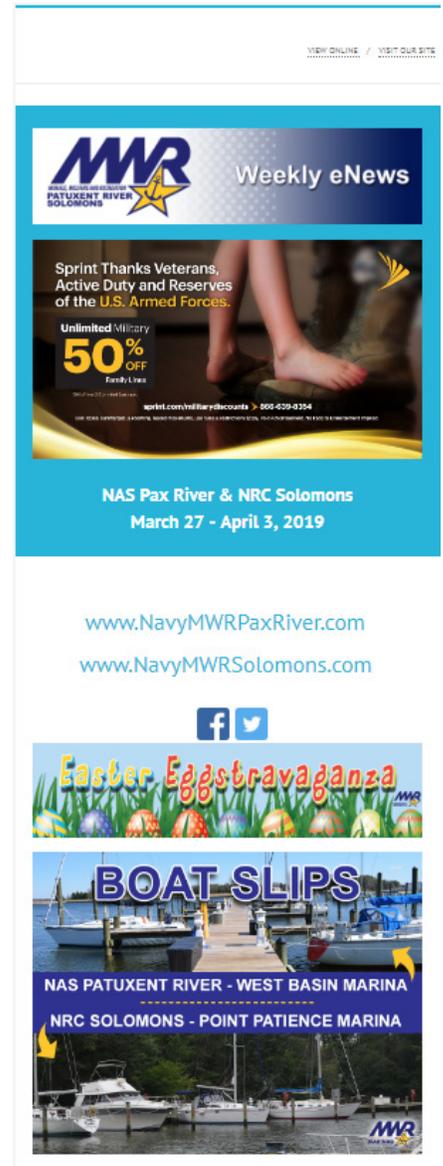
**Quarter Page (4.25"x5.5"):**

**\$50/ month**

# eNEWSLETTER

## 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:**  
**Per Month:**

**\$100/ month**  
**\$350/ month**

# POSTERS & BANNERS



## 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:

<b>Bowling Center Digital Ad (1920x1080 px):</b>	<b>\$350/ month</b>
<b>Theater Digital Ad (1920x1080 px):</b>	<b>\$350/ month</b>
<b>30 Second Theater Video Ad (1920x1080 px):</b>	<b>\$350/ month</b>
<b>60 Second Theater Video Ad (1920x1080 px):</b>	<b>\$500/ month</b>

# ADDITIONAL DIGITAL DISPLAYS

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## 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.***