

# YOUR LINK TO THE U.S. MILITARY COMMUNITY ON OKINAWA



**PRINT**



**DIGITAL**



**OUT-OF-HOME**



**SPONSORSHIP**

**MARINE CORPS COMMUNITY SERVICES  
SPONSORSHIP & ADVERTISING  
OPPORTUNITIES**



# MARINE CORPS COMMUNITY SERVICES



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**OVER 50,000  
U.S. SERVICE MEMBERS  
AND THEIR FAMILIES,  
AS WELL AS DEPARTMENT OF  
DEFENSE CIVILIANS.**

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## ABOUT

### Who we are

MCCS Okinawa is a multifaceted organization that provides a wide variety of services, programs and facilities to support the local U.S. Military community, a population of over 50,000 U.S. service members and their families, as well as Department of Defense civilians.

MCCS' ultimate objective is to improve the morale and welfare of all service members and families stationed overseas. To assist in reaching this goal, MCCS Marketing's Sponsorship & Advertising Department strives to offset various costs associated with MCCS programs, events, services and publications through the use of Commercial Sponsorship and Advertising income. This not only saves precious Non-Appropriated Funds for MCCS activities, but it provides potential advertisers/sponsors direct access to the lucrative niche military market.

### What we do for our heroes

The MCCS Marketing Branch supports MCCS activities on-island, and provides the military community with award-winning publications and activities.

MCCS offers an abundance of exciting activities with something for everyone, from athlete to artist, bowler to batter, adolescent to adult. From early morning unit physical training to late night entertainment, guided tours to college classes, MCCS has a program ready to support our heroes!

# MCCS MARKETING



- + GRAPHIC DESIGNERS
- + EDITORS & WRITERS
- + MARKETING SPECIALISTS



What we do for you

- With multiple channels of communication including print, broadcast, online (including social media), and direct customer access via solicitation and campaign visits on all Marine Corps installations on Okinawa, MCCS Okinawa acts as an advertising and sponsorship agency specializing in the military market.
- We have a strong and seasoned creative team composed of locally and stateside-trained graphic artists, writers, and marketing personnel right at your disposal.
- Our Digital Marketing Team produces television and radio commercials. The commercials promote events and services for airing on the American Forces Network (AFN), YouTube, and/or on MCCS TV, a free cable channel available to all on-base cable TV subscribers.
- The MCCS Commercial Sponsorship and Advertising Department is in charge of obtaining sponsors for all MCCS strategic open house events, MCCS programs, and other functions. From educational workshops and classes to sporting events and annual festivals, sponsors can give back to the military community while profiting at the same time
- Many sponsorship opportunities are generated through MCCS Semper Fit Athletics, and Health Promotion divisions which cater to an extremely active and fitness-minded patronage
- Besides focusing on service members families, another division of MCCS is the Single Marine Program (SMP) which organizes many activities and hosts various events such to uplift the spirits of single Marines and Sailors overseas.

# ADVERTISING OPPORTUNITIES



## PRINT

- Monthly Magazine
- Welcome Guide
- Event Programs
- Registration Forms

## DIGITAL

- Liberty App
- Website
- Monitors
- Lodging LCD
- Golf Cart GPS Units
- MCCS TV

## OUT-OF-HOME

- Banners
- Billboards
- Posters
- Flyers
- Tee Markers

# ADVERTISE IN U.S. MILITARY PUBLICATIONS IN JAPAN

## + Largest circulation

available at over 150 locations with the most extensive readership.

## + Distributed to everyone

attending the mandatory Newcomers Orientation Welcome Aboard (NOWA) brief.

## + Coverage of 10 military bases

representing all military services. (Marine Corps, Air Force, Army and Navy.)

## + Access to a customer base

exceeding 50,000 personnel.



### OKINAWA LIVING MAGAZINE

Free Monthly Publication

An award-winning magazine covering a wide spectrum of topics including life on Okinawa, local culture, things to do, exotic travel destinations, restaurant reviews, and more. There is a full PDF version available online.



### OKINAWA GUIDE

**FREE Official Annual Newcomer's**  
Guide to Okinawa

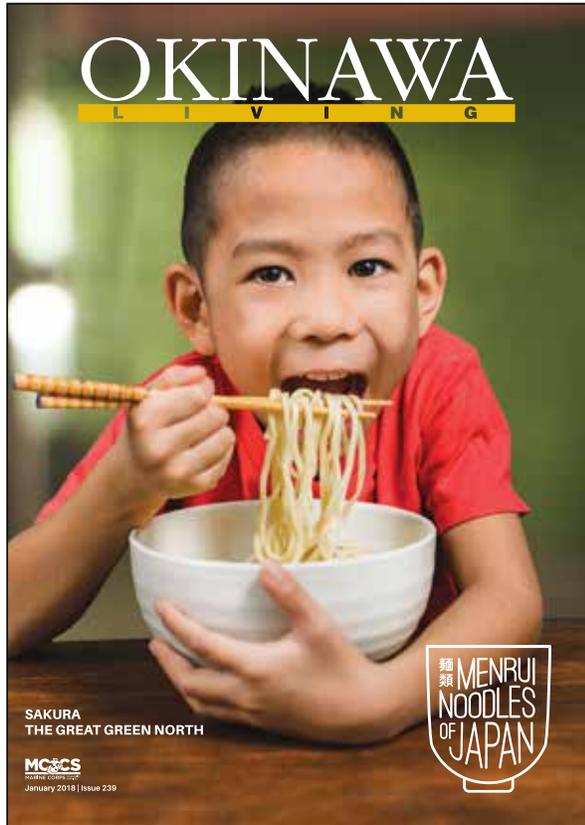
Filled with information any newcomer needs to know about life on Okinawa, the *Okinawa Guide* provides information on transportation, cultural tips, base maps and phone numbers, tourist attractions, festivals, activities, family programs and services, and other essentials for life on the island.

## ADDITIONAL OPPORTUNITIES

- Mobile billboard advertising so you can be seen 24/7
- Affordable TV advertising on MCCS TV & Digital Monitors
- Banner space at popular events and high-traffic facilities, product sampling, direct access, flyer programs, lodge visits, driving range dividers, logos on GPS units and more!



# OKINAWA LIVING MAGAZINE



## About

*Okinawa Living Magazine*, is the cultural cornerstone for the military community on Okinawa. Ranging from in-depth editorial examining Okinawan traditions to monthly MCCS activities and events, *Okinawa Living* serves its goal as a harmonizer of Okinawan and military lifestyles.

With its monthly rotation, the magazine contains new and ever-changing information regarding local lifestyle and customs, and overview of seasonal celebrations and events on island, as well as important historical perspectives and educational articles. With its varying cultural forums, this publication succeeds in informing the military community of the nuances and local traditions of life in Okinawa.

*Okinawa Living* also educates the armed forces community about MCCS events and activities such as monthly classes, children and youth activities, sporting and entertainment, tours to on-island locations and exotic destinations, and money saving sales and specials on and off bases. With free copies circulated each month, distribution is tightly monitored so as to ensure overall effectiveness and success of the publication.

Multiple winner of the APEX award for Publication Excellence, the International Davey Awards, Publications Management Magnum Opus, and the International Academy of the Visual Arts, *Okinawa Living* is the premier monthly publication tailored to the interests and education of the military community on Okinawa.



- + AWARD WINNING
- + MONTHLY ROTATION
- + IN-DEPTH EDITORIAL
- + HIGH READERSHIP

## Circulation

- 10,000 free copies distributed monthly to high-traffic areas on ALL bases island wide (including all Marine Corps bases, Kadena Air Force Base, and U.S. Army and U.S. Navy installations)
- Key distribution points include Exchanges and Exchange Express locations, commissaries, and all military post office
- Home-delivered to *Stars and Stripes* subscribers

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## Over 150 Locations

### FOSTER

3d Dental Battalion  
 Aquatic Center  
 Ashibina Child Care Center  
 Bldg 1 (1st & 2nd floor racks)  
 Butler Officers' Clu  
 Bowling Center  
 Captain D's & Starbucks  
 Car Care Center & Exchange Express  
 Child Development Center  
 Commissary  
 Community Center  
 Concession Mall  
 Concessional Mall (Green Line Bus Stop)  
 Education Center  
 Evans Clinic  
 Exchange & Food Court  
 Exchange Express Locations  
 Family Advocacy & Community Counseling Program  
 Food, Beverage & Entertainment Services  
 Fieldhouse  
 Food Court (Outdoor Box)  
 Furniture Store  
 Gunners Fitness Center  
 Housing Tower #376  
 Joint Reception Center  
 Killin Elementary School  
 Library  
 Marine & Family Services Center  
 Marine Uniform Store  
 Marine Youth Activity Center  
 Marketing Lobby  
 MCCA Administrative Bldg  
 Mess Hall  
 Naval Hospital  
 Ocean Breeze Restaurant & Club  
 Outdoor Recreation

### Pass & ID Office (IPAC)

Plaza Gym  
 Post Office  
 Single Marine Program  
 Stars & Stripes (Daily inserts)  
 Substance Abuse Counseling Center  
 Taiyo Golf Club  
 Terra Restaurant  
 The Spot  
 Tours+  
 Tsunami Scuba  
 USO Bldg. 442  
 Westpac Lodge  
 Westpac Inn

### SHIELDS

Crows Nest Club  
 Exchange Express  
 Post Office  
 SeaBee Liberty Lounge

### MCTUREOUS

Exchange Express  
 School Age Care Center

### COURTNEY

Bayview Enlisted Club  
 Bowling Center  
 Child Development Center  
 Commissary  
 Courtney Housing  
 Courtney Lodge  
 Community Services Coordinator  
 Education Center  
 Exchange & Food Court  
 Family Housing Tower 4513  
 Family Housing Tower 4506  
 Ironworks Fitness Center  
 Library\Arts and Crafts Center  
 Main Street Food Court

Marine & Family Services Center  
 Mess Hall  
 Post Office  
 Teen Center  
 Tengan Castle Restaurant  
 Tsunami Scuba

### HANSEN

III MEF Mess Hall  
 Bowling Center  
 CSC/Marine & Family Services Ctr.  
 Exchange & Food Court  
 Exchange Express  
 House of Pain Fitness Center  
 House of Pain North  
 Library & Education Center  
 Lodge  
 Mess Hall  
 Post Office  
 Exchange Express  
 The Palms Club & Tours+  
 Tsunami Scuba  
 USO

### SCHWAB

BeachHead Club  
 Bowling Center  
 Dental Clinic  
 Education Center  
 Exchange & Food Court  
 Library  
 Marine & Family Services Center  
 Mess Hall  
 Post Office  
 Power Dome Fitness Center  
 USO  
 Sumo Burrito

### FUTENMA

Billeting Office  
 Bowling Center  
 Culdsac Inn  
 Education Center  
 Express & Exchange  
 Habu Pit SNCO & Officers' Club  
 Mess Hall  
 Post Office  
 Semper Fit Fitness Center  
 Red Baron Eatery  
 USO  
 Thirsty's Enlisted Club

### KADENA

AMC Terminal  
 AMC Terminal USO  
 CFAO Bldg 3574  
 Car Care Center

Commander Task Group  
 Commissary  
 Education Center  
 Erwin PME Center  
 Exchange & Food Court  
 Family Services Center  
 Housing Office  
 Main Street USA Mall  
 Navy MWR Marketing  
 Air Power Cafe  
 Navy Gateway Inns & Suites  
 Pentagon Federal Credit Union  
 Post Office  
 Schilling Community Center  
 Shogun Inn  
 Exchange Express (24 hour)  
 Exchange Express  
 Exchange Express (Flightline)  
 USO  
 Visitor Control Center

### TORII STATION

1st Battalion, 1st FSG  
 Athletics  
 Dive Shop  
 Exchange Express  
 Havana's  
 Library  
 Outdoor Recreation  
 Post Office  
 Relocation Assistance

### KINSER

Bowling Center  
 Children, Youth, and Teen Center  
 Commissary  
 Education Center  
 Exchange Express  
 Exchange/Food Court  
 Housing Tower #846  
 Housing Tower #848  
 Kinser Fitness Center  
 Library  
 PSC/CSC/Tours+  
 Mess Hall  
 Post Office  
 School Age Care Center  
 Surfside Club  
 Tsunami Scuba

### LESTER

Exchange Express  
 Fitness Center

## Life

RELAXATION SALON

lifeokinawa.net

**Safe and Instant Fat Loss!**

**Non-Surgical Fat Reduction**

- Ultrasonic Cavitation Treatment
- Non-surgical and painless fat loss!

¥12,000 ~ ¥6,000 (60 mins)  
 ¥18,000 ~ ¥10,000 (120 mins)  
 ¥20,000 ~ ¥13,000 (150 mins)  
 (Cavitation + Body Wrap or EMS)

Package multiple sessions and receive a discount!

**"FREEZE" your fat away!**  
 (10 min. cavitation incl.)

- New Cryolipolysis Fat-freezing Treatment

¥19,800 ~ ¥9,800 (for 1st session only)

Massage

**FACIAL & BODY MASSAGE**

- Facial & Body
  - 30 min. ¥7,000
  - 60 min. ¥8,000
  - 90 min. ¥9,000
  - 120 min. ¥10,000
- Body Oil Massage
  - 30 min. ¥7,500
  - 60 min. ¥8,500
  - 90 min. ¥9,500
  - 120 min. ¥10,500
- Facial/Body Chemistry
  - 30 min. ¥5,900
  - 60 min. ¥7,900
  - 90 min. ¥9,300

**NEW IPL HAIR REMOVAL**

**FOR WOMEN**

Half Body (including lower body + Brazilian + underarms + Thighs)

¥14,800

Underarms ¥200  
 Bikini Line ¥1,500  
 Lower Lip Shave ¥1,500  
 Brazilian ¥2,000 (incl. wax)

**FOR MEN**

Underarms ¥1,500  
 Lower Back ¥1,500  
 Shoulder + Fat  
 Back + Lower Back ¥15,000

\*Non-surgical hair removal  
 \*Treatment for the underarms is not covered.

**AROUND THE NAVEL**  
 ¥980

**EYELASHES**

- Classic Eyelashes
  - Fat Set ¥4,400 (first time only)
- Volume Eyelashes
  - 3D-4D Fat Set (first time only) ¥6,400

Facial & Body ¥10,000 (3-70 mins)  
 (Special Offer: 1st time only. 2nd time and over 10% discount. 3rd time and over 20% discount. 4th time and over 30% discount. 5th time and over 40% discount. 6th time and over 50% discount. 7th time and over 60% discount. 8th time and over 70% discount. 9th time and over 80% discount. 10th time and over 90% discount.)

Gift Certificate available

Life ★ Family Mart ★ HAB GATE 1

Open: 10 a.m. - 7 p.m. Reservations required. Chatan-Cho Sunabe 278. Tel. 098-936-4062

**Advertising Rates**  
 Preferred placement is available at 10% premium charge over the contracted rate.

Note: All advertisements will be published in compliance with U.S. Marine Corps policy. For more information, talk to your MCCS Marketing Sales Representative.

Ad Size	1x	3x	6x	12x
Full Page	\$990	\$945	\$900	\$850
1/2 Page	\$660	\$630	\$600	\$570
1/4 Page	\$440	\$420	\$400	\$380
1/6 Page	\$285	\$270	\$250	\$230
1/12Page	\$155	\$150	\$140	\$135

Cover	Outside Back	Inside Front/Back	Center Spread
	\$2,200	\$2,100	\$1,990
	\$1,650	\$1,575	\$1,500
	\$1,990	\$1,890	\$1,795

**Printing**

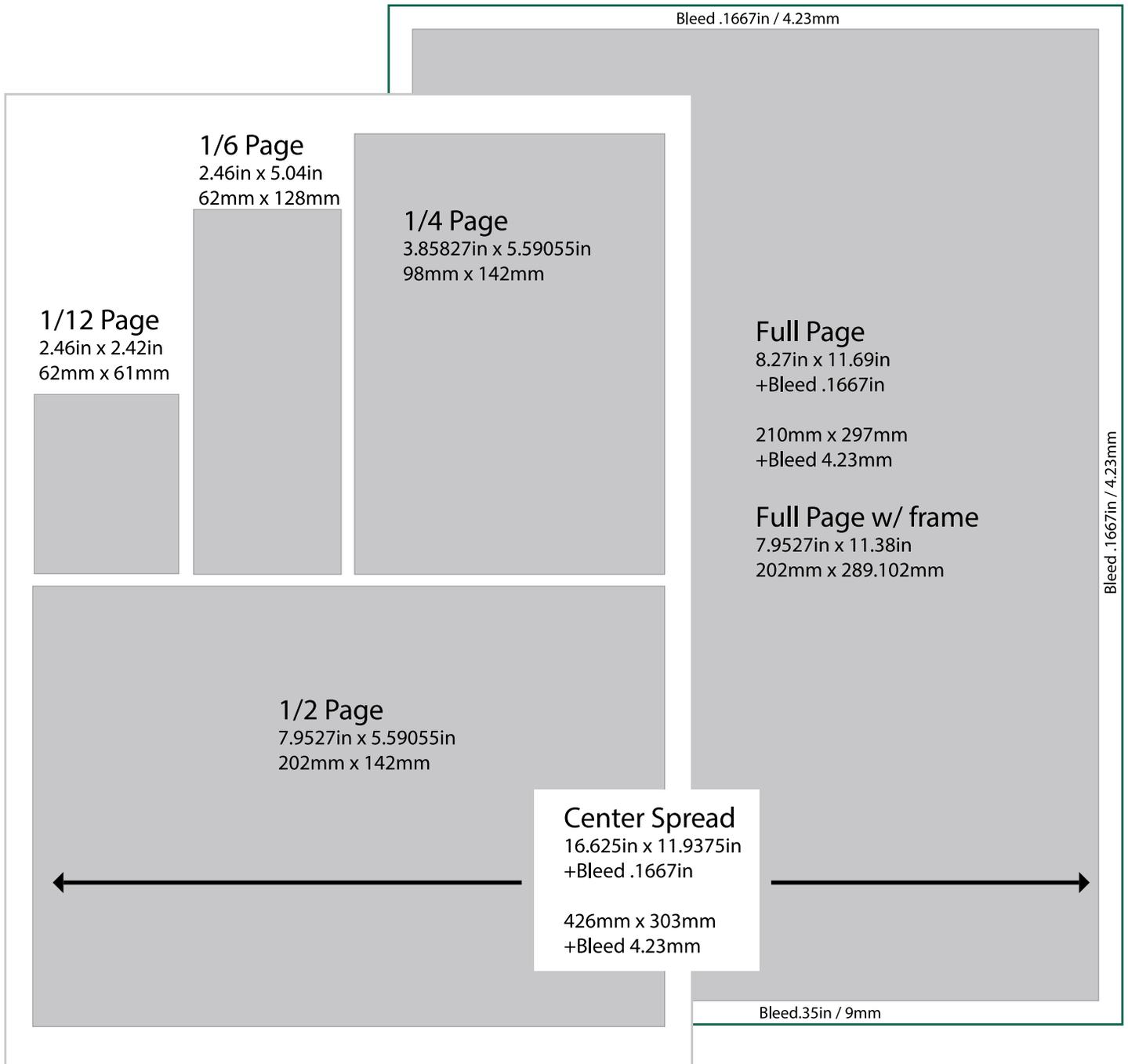
- High-quality, full-color semi-gloss stock paper
- *Okinawa Living* introduces visitors to the island's unique traditions, explores colorful flavors with the monthly restaurant review, and guides readers to outdoor activities and tours.

**Deadlines**

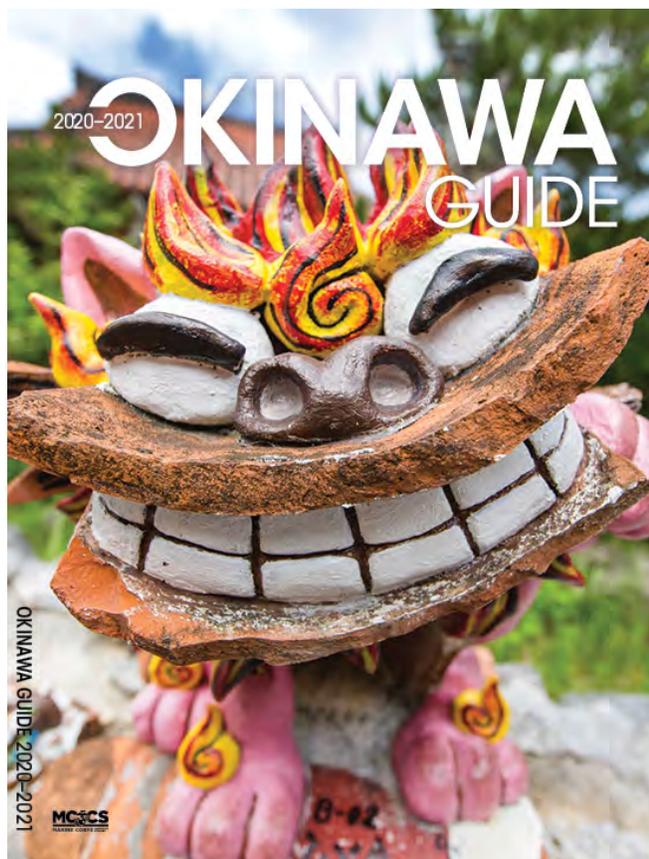
Publication Date: First of each month  
 Space Reservation: 40 days prior to publication  
 Camera Ready Artworks: 30 days prior to publication  
 Non-camera Ready Artwork: 60 days to publication

SPECIAL ADVERTISING SECTION

# Advertising Specs



# OKINAWA GUIDE



- + 50,000 READERS
- + HIGH TRAFFIC AREAS
- + ONLY GUIDE AVAILABLE

## *Inside*

Introduction to Okinawa, communication, transportation, sights and sounds, dining, entertainment, shopping, sports and hobbies, education, career and family, phone numbers and much more.

## About

Filled with information any newcomer needs to know about life on Okinawa, the *Okinawa Guide* is distributed to all newcomers attending the mandatory newcomers welcome briefs. It provides information on transportation, cultural tips, base maps and phone numbers, tourist attractions, festivals, activities, family programs and services, and other essentials for life on the island.

- The only authorized welcome guide on Marine Installations on Okinawa
- The most informative and comprehensive English publication found on Okinawa
- Available through businesses, churches, restaurants and other establishments throughout the community.

## Reach

- Reach over 50,000 readers with a high disposable income.
- Distributed to everyone attending the mandatory Newcomers Orientation Welcome Aboard (NOWA) brief.

## Circulation

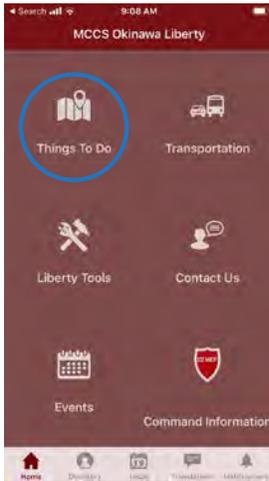
- Distributed to high traffic areas on all bases post offices, commissaries, exchanges, shoppettes, housing offices and more

**Published: July**

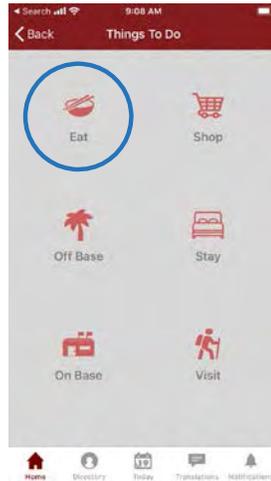
**Space Reservation deadline: March 1st**



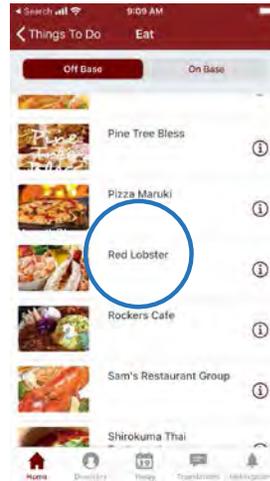
# MCCS OKINAWA LIBERTY APP



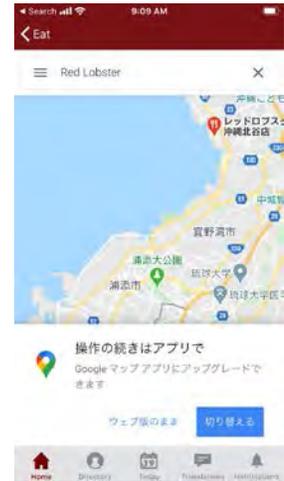
SCREEN AT  
START UP



BY CATEGORY



BY STORE



GO TO TOP PAGE  
OF GOOGLE

**Date range:**  
CY2019

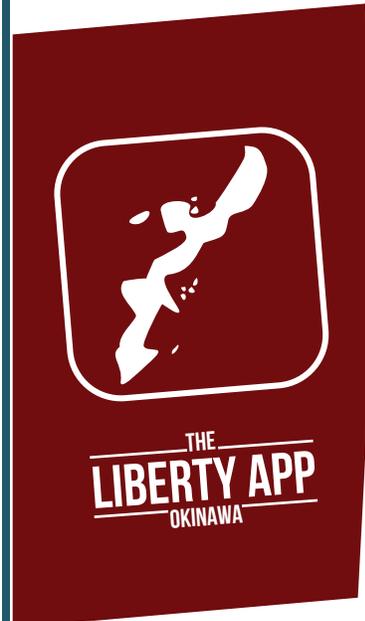
**Number of Users:**  
13,268

**“Things to Do” section**  
was accessed 34,486 times.  
First opens: 9,301

**About users:**  
79% male, 21% female  
87.86% of users were ages 18-34

**Advertising Fee**  
\$ 100 per month  
(A minimum of 6 month must be advertised.)

**\* 20%OFF** for more than two locations!  
For example: If you have two brunches at Chatan and  
Kadena, monthly fee will be \$160 (\$80 x 2 locations).



# MCCS WEBSITE ADVERTISING

## MCCSOKINAWA.COM

Annual Unique Users/Visitors:  
552,676

Sessions:  
1,131,929

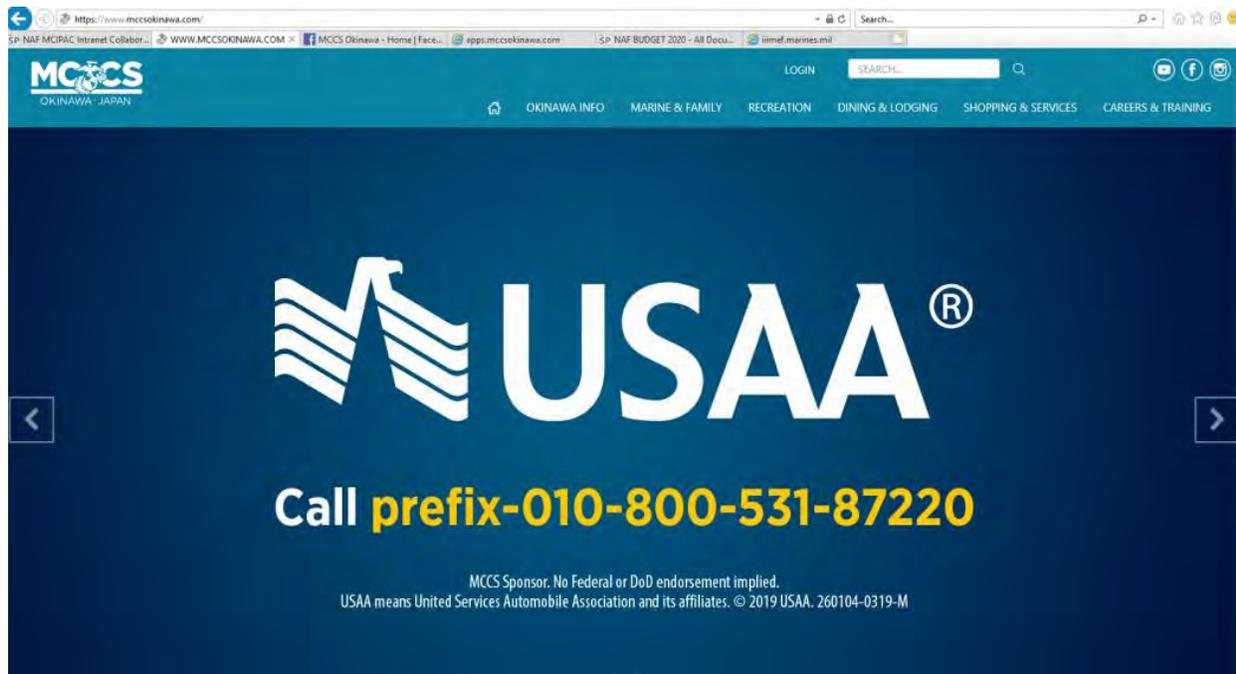
About users:  
Language: 81.64% English, 13.92% Japanese  
53.8% Female, 46.2% Male  
43.38% of users were ages 25-34, 24.19% of users were ages 35-44

Duration	Medium	Resolution	Rate
2 weeks	Carousel Ads	845(w) x 354(h) pixels	\$125
2 weeks	Large Jumbotron	1700(w) x 800(h) pixels	\$225

### Jumbotron Example:

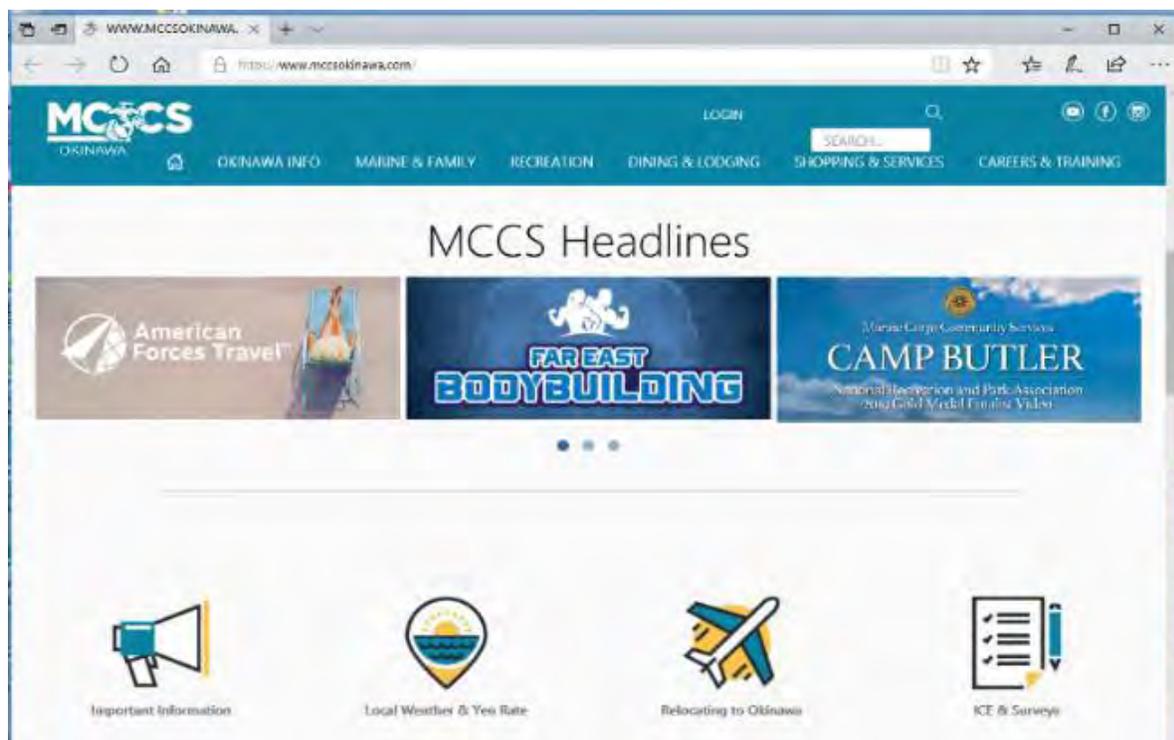
Text/content area is located in the center of the  
Jumbotron graphic.

The size: 956(w) x 549(h).



The screenshot shows a web browser displaying the MCCS website. The main content area features a large blue jumbotron with the USAA logo and the text "Call prefix-010-800-531-87220". The website header includes the MCCS logo and navigation links for OKINAWA INFO, MARINE & FAMILY, RECREATION, DINING & LODGING, SHOPPING & SERVICES, and CAREERS & TRAINING. The browser address bar shows the URL https://www.mccsokinawa.com/.

## Carousel Example:



### For advertising information, contact Commercial Sponsorship and Advertising Sales at:

MCCS Marketing Branch MCB Camp S.D. Butler Unit 35023  
FPO AP 96373-5023

[sales@okinawa.usmc-mccs.org](mailto:sales@okinawa.usmc-mccs.org) | [mccsokinawa.com/advertise](http://mccsokinawa.com/advertise)

From off-base or cell:	Phone (From U.S.):
098-970-2245/7897	+81-98-970-2245/7898
Fax: 098-970-0975	Fax: +81-98-970-0975

# DIGITAL MONITOR PROGRAM



- + OVER 20 LOCATIONS
- + 1 MILLION VIEWS
- + DISCOUNTS AVAILABLE



## About

A highly effective and inexpensive way to show off your branded message at key high traffic areas island-wide!

## Locations

Over 20 locations island-wide including: Camp Foster's Ocean Breeze, Gunners Fitness Center, Sumo Burrito, MCCA HQ building, Westpac Lodge and Inn, Tengan Castle on Camp Courtney, Butler Officers Club, Camp Hansen's The Palms, six bowling centers island-wide, and Taiyo Golf Club.

## Reach

Patronage breakdown: Daily patron counts based on repeat customers, exceeds well over 1,000,000 per year. 68% Active Duty Marines, 11% Family Members/Spouses, 8% Active Duty Navy, 5% DOD Civilian, 3% Active Duty Army, 3% Active Duty Air Force, 2% retired /local national.

## Pricing

\$200 monthly per location. Discounts available on multiple location placement and ad frequency



# DIGITAL LODGING LCD SCREEN PROGRAM



- + REACH ALMOST 90,000 GUESTS**
- + MINIMUM CONTRACT**
- + WIDE AUDIENCE**

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**DO NOT MISS  
THIS OPPORTUNITY!**  
Space is limited on each phone.

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## *MCCS Lodges*

MCCS Lodges are designed to serve our Temporary Duty Personnel and Permanent Change of Duty Station Personnel and their families, and offer rest and relaxation as a recreational facility for our military Community. Each facility offers a variety of amenities to make visits comfortable and memorable.

## About

MCCS Marketing is now offering our customers the opportunity to reach potential clients through our MCCS Lodging LCD Screen Advertising Program. Partnering with the MCCS temporary and long-stay lodges, Foster Westpac Lodge and Westpac Inn, provides the opportunity to place your ad on LDC phone displays in over 180 rooms.

## Reach

With an occupancy rate of over 60% in the winter months and 80% in the busy summer Permanent Change of Station (PCS) season, your ad is sure to reach your target clientele!

Reach almost 90,000 occupants per year!

Westpac Inn/Lodge: 89,818 occupants per year

## Pricing

Only \$200 per month for all available lodging phones

- \$50 discount if participating in the Lodge Flyer Program during the same duration
- Minimum contract of 3 months

## Specs

- Each Advertisement will display for min 5 seconds to 10 seconds
- All images will keep rotating in sequence
- The dimensions for VOIP adverts are 298x168 pixels



# TAIYO GOLF CART DIGITAL MONITOR PROGRAM



## Touchscreen GPS

Let customers see and touch your logo with touchscreen GPS

Taiyo's fleet of 100 golf carts are equipped with touchscreen GPS systems which display the distance to the hole, course hazards, scorecard, and menu options, plus a flyover with audio for tips on playing the hole. Golfers view monitors an average of 15 times per hole, providing you with a captive audience.

Insert Ads: 314 pixels wide x 141 pixels tall  
Fullscreen Ads: 1024 pixels wide x 600 pixels tall

### Insert Ads:

- Appear in the corner of the golf map screen as golfers are playing a hole
- Select when you would like your ad to appear: At the tee, at the fairway, or when approaching the green (par 3's cannot have fairway insert ads)

### Fullscreen Ads:

- Displayed when golfers arrive at a tee, drive toward the fairway, or approach the green
- Fullscreen ads will initially fill the entire screen. After seven seconds, the text "Touch the screen to return to golf" will appear at the top of the screen. For this reason, it is recommended to leave a margin of about 50 pixels at the top of the screen



# MCCS TV



- + LARGE AUDIENCE**
- + 50,000 VIEWERS**
- + BASE FACILITIES**

## *MCCS TV*

- Offers programming for all ranks and services from the Single Marines, Airmen, Soldiers, and Sailors to accompanied service members and their families
- Free to Mediatti (the exclusive on-base cable television provider) basic cable TV subscribers
- Strategically located among the very popular American Forces Network (AFN) channels that broadcast popular American programs. (AFN has the look and feel of a commercial TV network in the U.S.)
- Diverse mix of programming that is both entertaining and educational.
- Features locally-produced programs which include documentaries on Marine Corps life on Okinawa, water safety, recycling tips, health and wellness, and other subjects relevant to the military audience on Okinawa.
- Posts listings of local events, MCCS programs, services and NewsBreaks, island-wide activities, public service announcements, and local tours and festivals.
- MCCS TV programs are uploaded to YouTube

## About

Convey your message dynamically with sight, sound, and motion, which can give your business, product, or service instant impact and credibility.

Reach a large audience in a short period of time, affording the opportunity to be creative and attach a personality to your business, which can be particularly effective for small businesses that rely on repeat customers.

## Reach

Reach 50,000 viewers in more than 25,000 homes that receive the channel, as well as military barracks and base lodging facilities island-wide.

## Pricing

### Static Billboard

15-second billboard can run ten times a day

300 spots per month

\$300 per month

Only \$1 per spot!

## Video Commercial Advertising Information

Ten 30-second commercials per day

1-6 MONTHS

\$1,500/month

Only \$5 per spot

6+ MONTHS

\$ 1,200/month

Only \$4 per spot

## Specs

- A variety of digital video formats on DVD and DV formats are accepted for master spots
- Video slide presentations are also accepted

# BANNER PROGRAM

## CAMP FOSTER FIELDHOUSE



- + MARKET YOUR BUSINESS
- + HEAVY-DUTY BANNERS

**EXTRA-LARGE BANNERS  
FOR EXTRA-LARGE RESULTS!**

### About

This program is an effective and inexpensive way to market your business. Proceeds from the MCCS Banner Program benefit service members and their families stationed on Okinawa.

### Reach

MCCS Camp Foster's Gunners Fitness Center and Fieldhouse enjoy fantastic patronage from some of the fittest, most loyal and dedicated customers in the world. Patron counts, taken daily based on repeat customers, exceeds 622,630 per year.

### Pricing

\$600 monthly fee

3 month	5% discount	\$570 per month
6 month	10% discount	\$540 per month
12 month	15% discount	\$510 per month

Production Fee: approximately \$650

(depending on current yen to dollar exchange rate)

### Size

4'6" x 19'6" (140.2 cm x 597.4 cm)



# BANNER PROGRAM

## MCCS SEMPER FIT



### About

MCCS Marketing offers your business the opportunity to place pre-approved banners at various locations on Marine Corps camps on Okinawa, Camp Fuji in mainland Japan and Camp Mujuk in the Republic of Korea.

### Placement

Locations include one of our fourteen (14) gym & fitness centers, the Camp Foster Fieldhouse, aquatic centers, fences surrounding ball fields, inside of the Fieldhouse and basketball courts, and many other high-traffic area

### Reach

MCCS Fitness Centers enjoy fantastic patronage from some of the fittest and most loyal and dedicated customers in the world. Patron count, based on repeat customers, exceeds 2.2 million per year.

### Pricing

The cost to participate in this program is only \$200 per month per MCCS gym / fitness center. Discounts offered when buying multiple locations

### Size

Banners must be 3' x 6' (or comparable size). All banners must be pre-approved by MCCS Marketing and the facility manager prior to distribution and displays

**+ 14 LOCATIONS**

**+ REACH 2.2 MILLION**



# BILLBOARDS



- + **BIG ADS, SMALL PRICE**
- + **STAND OUT**
- + **24/7 EXPOSURE**
- + **WIDE AUDIENCE**

## 24/7 EXPOSURE

Your corporate brand or message will be exposed to members of the military community repeatedly and continuously.

## LOCATIONS

Foster Exchange/Theater  
Facing the parking lot and entrance

Foster Gas Station  
Facing the gas pumps

Kinser Exchange/Commissary  
Facing the parking lot and entrance

Courtney Exchange/Commissary  
Facing the parking lot and entrance

### About

Mobile billboards are strategically placed at high-traffic prime locations on Marine Corps camps

### Reach

The community is comprised of active duty Marines, Navy, Air Force, and Army personnel, as well as DoD civilians, their families, and the local community who work and visit the bases

### Pricing

Monthly rental fee \$ 800  
One-time production fee \$1,700  
10% discount offered on 6 month advertising agreement  
15% discount offered on 1 year advertising agreement

### Size

8' x 12' ad space available on either side of a MCCS billboard



# CORPORATE FLYER PROGRAM



- + BE SEEN AT EVENTS
- + BASE WIDE DISTRIBUTION
- + DISCOUNTS AVAILABLE

## TAKE ADVANTAGE OF THE OPPORTUNITY

Provide flyers and pamphlets to be placed at various MCCS facilities and/or events!

### Distribution

Camp Foster: Bowling Center, Butler Officers' Club, Ocean Breeze, Child Development Center, Youth Center, Community Center (Custom Shop, Framing, etc), Library, Marine & Family Program-Resources Center, Gunners Fitness Center, The Spot, Tours+, Tsunami Scuba, WestPac Inn, Aquatic Center, Behavioral Health Program

Camp Courtney: Ironworks Fitness Center, Bowling Center, Child Development Center, Courtney Lodge, Bayview Enlisted Club, Courtney SNCO Club, Tengan Castle, Marine & Family Program-Resources Center, Education Center, Library, Legend's Officers' Club, Youth Center, Teen Center

Camp Hansen: Bowling Center, House of Pain Fitness Center, Library, The Palms, Marine & Family Program-Resources Center

Camp Schwab: Power Dome Fitness Center, The BeachHead Club, Bowling Center, Library, Marine & Family Program-Resources Center

Marine Corps Air Station Futenma: Habu Pit, Futenma Semper Fitness Center, McCutcheon Gym, Thirsty's, Library

Camp Kinser: Kinser Fitness Center, Bowling Center, Marine & Family Program-Resources Center, Library, Surfside Club, Youth Center, Education Center, Child Development Center

Camp Lester: Marine & Family Program-Resources Center

### Advertising Rates

A fee of \$100 per month per location will be charged. A minimum of two locations must be ordered to participate in the flyer program. We can offer a frequency and/or volume discount of 10% off (\$100) for 10 locations (total of \$900)

# LODGE FLYER PROGRAM



- + GET IN THE GUESTBOOK
- + REACH YOUR AUDIENCE

## DO NOT MISS THIS OPPORTUNITY!

Space is limited and lodge guest books fill quickly

### About

MCCS Lodges are designed to serve our Temporary Duty Personnel and Permanent Change of Duty Station Personnel and their families, and offer rest and relaxation as a recreational facility for our military Community. Each facility offers a variety of amenities to make visits comfortable and memorable.

### Distribution

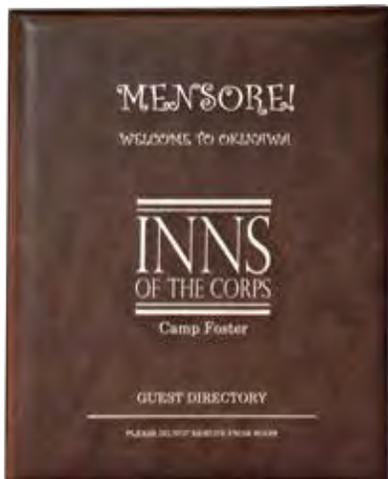
MCCS Marketing is now offering our customers the opportunity to reach potential clients through our Lodge Flyer Program. Through partnering with the MCCS temporary and long-stay lodges Foster Inns of the Corps, Courtney, and Hansen, you have the opportunity to place flyers within guest books of over 210 rooms. Your flyer will be placed in the guest book and placed in the main lobby.

### Reach

- Total annual number of guests in 2018 was 106,167
- Average overall room occupancy in 2018 was 66%
- During summer relocation season, the occupancy rate at Foster, Courtney and Hansen facilities exceeds 80%

### Pricing

With a cost of only \$200 per month, you pay less than \$1 per room!



# NEWCOMERS ORIENTATION WELCOME ABOARD (NOWA) BRIEF ~TABLE TOP FLYER PROGRAM~



- + REACH NEWCOMERS
- + MEET & GREET WITH CLIENTS

## EXCELLENT OPPORTUNITY

for a rare face-to-face meeting  
with potential clientele in need  
of multiple services.

### *What is Newcomers Orientation Welcome Aboard (NOWA) Brief ?*

- Mandatory program that discusses a wide range of topics pertinent to incoming Marines, Sailors and their families.
- Ranging in subject matter from personal responsibilities and expectations as members of the U.S Armed Forces, briefings from representatives of multiple services organizations, to information regarding the unique culture and customs of Okinawa
- Held every Wednesday from 0715-1600 throughout the year with the exception of adverse weather (TCCOR-1 or greater) at the Community Center aboard Camp Foster. The Information Fair is held from 0815-0910 and set-up is from 0700-0715.

### ABOUT

Throughout the year, and especially during the summer months, Okinawa sees an influx of newly arrived military personnel. To assist with the transition and ease anxieties of moving, the NOWA Brief was created.

- Mandatory program that discusses a brief range of topics pertinent to incoming Marines, Sailors, and their families.
- Ranging in subject matter from personal responsibilities and expectations as members of the U.S. Armed Forces, briefings from representatives of multiple service organizations, to information regarding customs and culture in Okinawa.

### BENEFITS TO SPONSOR

- Excellent opportunity to get your name in front of all new military personnel and families. (NOWA attendance is mandatory for them)
- Opportunity to inform customers about your services by means of a flyer positioned prominently on every table at NOWA.
- Opportunity to educate all new incoming Marines, Sailors and families when they are hungry for information.

### SPONSOR OPPORTUNITY

- Table-top flier on each table
- Minimum of 10 tables
- Minimum agreement period: 3 months.
- Cost: \$50 per brief



# CONTACT US

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## YOUR LINK TO THE U.S. MILITARY COMMUNITY ON OKINAWA.

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### COMMERCIAL SPONSORSHIP AND ADVERTISING SALES

Address  
MCCS Marketing Branch,  
MCB Camp S.D. Butler  
Unit 35032 FPO AP 96373-5023

Website:  
[mccsokinawa.com/advertise](http://mccsokinawa.com/advertise)

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

Phone  
(From U.S.): +81-98-970-2245-/7898  
From Off-base or Cell: 098-970-2245/7897

Fax  
(From U.S.): +81-98-970-0975  
From Off-base or Cell: 098-970-0975

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### WE'RE ONLINE!

[mccsokinawa.com/advertise](http://mccsokinawa.com/advertise)

[mccsokinawa.com](http://mccsokinawa.com)

[facebook.com/MCCS.Okinawa](https://facebook.com/MCCS.Okinawa)



## Out of Home Advertising Opportunities

By Camp	Location	Flyer Placement	Lobby Posters	Digital Displays	Newsstands	Inside Banners	Outside Banners	Phone LCD Screen	Billboards
Camp Kinser	Bowling Center	✓	✓	✓		✓			
	Child Development Center	✓							
	Commissary		✓		✓				✓
	Education Center	✓			✓				
	Fitness Center	✓	✓		✓	✓			
	Library	✓	✓						
	Marine and Family Programs	✓	✓		✓				
	Surfside Restaurant	✓	✓		✓	✓			
	Typhoon Motors	✓	✓		✓				
	Youth Center	✓	✓		✓				
	50-Meter Pool							✓	
	Field 1							✓	
	Field 2							✓	
	Field 3							✓	
	Field 4							✓	
	Housing Tower Building #846	✓				✓			
	Housing Tower Building #848					✓			
Futenma Air Station	Habu Pit	✓	✓		✓				
Futenma Air Station	Thirsty's	✓	✓		✓				
	Futnema Fitness Center	✓	✓		✓	✓			
	McCutchon Gym		✓			✓			
	25-Meter Pool						✓		
	Library	✓							
Camp Foster	Bowling Center	✓	✓	✓	✓	✓			
	Child Development Center	✓							
	Foster Fieldhouse		✓		✓	✓	✓		
	Commissary		✓		✓				
	Community Center	✓	✓		✓				
	Education Center	✓	✓		✓				
	Exchange		✓				✓		✓
	Gas Station								✓
	Ocean Breeze	✓	✓	✓	✓	✓			
	Gunners Fitness Center	✓	✓	✓	✓	✓			
	Library	✓	✓		✓				
	Concession Mall				✓				
	Marine and Family Programs	✓							
	Post Office	✓			✓				
	Youth Center	✓	✓		✓				
	The Spot	✓	✓		✓				
	Tours +	✓	✓		✓				
Tsumani Scuba	✓	✓		✓					
Sumo Burrito				✓					
By Camp	Location	Flyer Placement	Lobby Posters	Digital Displays	Newsstands	Inside Banners	Outside Banners	Phone LCD Screen	Billboards

## Out of Home Advertising Opportunities

By Camp	Location	Flyer Placement	Lobby Posters	Digital Displays	Newsstands	Inside Banners	Outside Banners	Phone LCD Screen	Billboards
Camp Foster	MCCS Executive Branch			✓					
	MCCS HQ Entry			✓					
	Typhoon Motors	✓	✓						
	Westpac Lodge and Inn	✓		✓				✓	
	Youth and Teen Center	✓							
	25-Meter Pool						✓		
	50-Meter Pool				✓		✓		
	Housing Tower Building #376	✓			✓				
	Housing Tower Building #378	✓			✓				
	Housing Tower Building #481	✓			✓		✓		
	Naval Hospital	✓			✓				
	Field 1						✓		
	Field 2						✓		
	Field 3						✓		
	Field 4						✓		
	Field 5						✓		
	Field 6						✓		
	Field 7						✓		
	Field 8						✓		
	Field 9						✓		
Field 10						✓			
Camp Courtney	Bayview Enlisted Club	✓	✓		✓				
	Bowling Center	✓	✓	✓	✓	✓			
	Child Development Center	✓							
	Commissary		✓		✓				
	Ironworks Fitness Center	✓	✓		✓				
	Legends Officers' Club	✓							
	Library	✓	✓		✓				
	Lodge	✓						✓	
	Marine and Family Programs	✓							
	SNCO Club	✓	✓		✓				
	Tengan Castle	✓	✓	✓	✓				
	Youth Center	✓							
	Teen Center	✓							
	25-Meter Pool						✓		
	Field 1						✓		
	Field 2						✓		
	Field 3						✓		
Housing Tower Building #4506					✓				
Housing Tower Building #4513					✓				
Camp Lester	Express				✓				
	Fitness Center	✓			✓				
By Camp	Location	Flyer Placement	Lobby Posters	Digital Displays	Newsstands	Inside Banners	Outside Banners	Phone LCD Screen	Billboards

## Out of Home Advertising Opportunities

By Camp	Location	Flyer Placement	Lobby Posters	Digital Displays	Newsstands	Inside Banners	Outside Banners	Phone LCD Screen	Billboards		
Camp Hansen	Bowling Center	✓	✓		✓	✓					
	Exchange		✓		✓						
	House of Pain	✓	✓		✓	✓					
	House of Pain North	✓	✓		✓	✓					
	Library/Marine and Famil Programs	✓	✓		✓						
	Typhoon Motors	✓	✓		✓						
	50-Meter Pool						✓				
	The Palms	✓	✓		✓						
	Field 1						✓				
	Field 2						✓				
	Field 3						✓				
	Field 4						✓				
Field 5						✓					
Camp Schwab	The BeachHead	✓	✓		✓						
	Bowling Center	✓				✓					
	Library	✓	✓		✓						
	Power Dome Fitness Center										
	50-Meter Pool	✓	✓		✓		✓				
	Personal Service Center										
	Field 1	✓					✓				
	Field 2						✓				
Plaza Housing	Butler Officers' Club	✓	✓	✓	✓						
	Plaza Fitness Center	✓				✓					
	Plaza Housing Pool						✓				
	Plaza Field						✓				
McTureous Housing	Express				✓						
	50-Meter Pool						✓				
Taiyo Golf Club											
Flyer Placement	Lobby	Water Posters	Coolers	Digital Displays	News - stands	Inside Banners	Outside Banners	Billboards	GPS Units	Phone LCD Screen	Driving Range Dividers
✓		✓		✓	✓		✓		✓		✓