



OKINAWA

L I V I N G

Reach a customer base exceeding 50,000 service members and their families.

Okinawa Living Magazine, is the cultural cornerstone for the military community on Okinawa. Ranging from in-depth editorial examining Okinawan traditions to monthly MCCA 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 18,000 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.





Advertising Information

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.

Deadlines

Publication date: First of each month

Space reservation: 40 days prior to publication

Camera ready artwork due: 30 days prior to publication

Non-camera ready artwork due: 60 days to publication

Closing dates must be followed to ensure insertion. We reserve the right to repeat the previous issue's insertion for all advertisers on contract if we do not receive instructions by the closing date.

Cancellation fee: Should advertising be cancelled at any time after the agreement approval, a 30% fee will be charged. Advertising cancelled after the 5th of the month prior to the month of publication will be charged a 50% cancellation fee.

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	\$2,200	\$2,100	\$1,990	\$1,900
Inside Front/Back	\$1,650	\$1,575	\$1,500	\$1,425
Center Spread	\$1,990	\$1,890	\$1,795	\$1,700

Production Charge: A \$50 per hour production charge will apply for all artwork. Estimates will be provided and must be approved prior to commencement of work. An additional fee will apply if artwork is to be used in other non-MCCS publications. Please ask your sales representative for further information.

For advertising information, contact Commercial sponsorship and Advertising Sales at:

MCCS Marketing Branch, MCB Camp S.D. Butler

Unit 35032 FPO AP 96373-5023

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

Fax: 098-970-0975

Email: sales@okinawa.usmc-mccs.org

Web: mccsokinawa.com/advertise

GET THE WORD OUT

Every size for every budget

Bleed .1667in / 4.23mm

1/6 Page

2.46in x 5.04in
62mm x 128mm

1/4 Page

3.85827in x 5.59055in
98mm x 142mm

1/12 Page

2.46in x 2.42in
62mm x 61mm

Full Page

8.27in x 11.69in
+Bleed .1667in

210mm x 297mm
+Bleed 4.23mm

Full Page w/ frame

7.9527in x 11.38in
202mm x 289.102mm

1/2 Page

7.9527in x 5.59055in
202mm x 142mm

Center Spread

16.625in x 11.9375in
+Bleed .1667in

426mm x 303mm
+Bleed 4.23mm

Bleed.35in / 9mm

Bleed .1667in / 4.23mm

Over 150 locations basewide

Over 40 off-base locations

On-Base

FOSTER

3d Dental Battalion
50 Meter Pool (seasonal)
Ashibina Child Care Center
Behavioral Health Center
Bldg 1 (1st & 2nd floor racks)
Butler Officer's Club
Bowling Center
Captain D's & Starbucks
Car Care Center & Shoppette
Child Development Center
Commissary
Community Center
Concession Mall
Concessional Mall (Green Line Bus Stop)
Counseling & Family Advocacy
Education Center
Evans Clinic
Exchange & Food Court
Executive Branch
Food, Beverage & Entertainment Services
Field House
Food Court (Outdoor Box)
Furniture Store
Gunners Gym
Housing Tower #376
Joint Reception Center
Killin Elementary School
Library
Macaroni Grill
Marine & Family Services Center
Marine Uniform Store
Marine Youth Activity Center
Marketing Lobby
MCCS Administrative Bldg
Mess Hall
Naval Hospital
Ocean Breeze Restaurant & Club
Outdoor Recreation
Pass & ID Office (IPAC)
Plaza Gym
Post Office
Shoppette
Single Marine Program
Stars & Stripes (Daily inserts)
Taiyo Golf Club
The Spot

Tours +
Tsunami Scuba
USO Bldg. 442
Westpac Lodge
Westpac Inn

SHIELDS

Crows Nest Club
Post Office
SeaBee Liberty Lounge
Shoppette

MCTUREOUS

Shoppette
School Age Care Center

COURTNEY

Athletics
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
Library and Arts & Crafts Center
Main Street Food Court
Marine & Family Services Center
Mess Hall
Post Office
Teen Center
Tengan Castle Restaurant
Tsunami Scuba

HANSEN

Athletics
Athletics/North
Bowling Center
CSC/Marine & Family Services Ctr.
Exchange & Food Court
III MEF Mess Hall
Library & Education Center
Lodge
Mess Hall

Post Office
Shoppette
The Palms Club & Tours +
Tsunami Scuba
USO

SCHWAB

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

FUTENMA

Athletics
Billeting Office
Bowling Center
Culdac Inn
Education Center
Habu Pit SNCO & Officer's Club
Mess Hall
Post Office
Red Baron Eatery
Shoppette & Exchange
USO
Thirsty's Enlisted Club

KADENA

AMC Terminal
AMC Terminal USO
CAFO 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
Shoppette (24 hour)
Shoppette
Shoppette (Flightline)
USO
Visitor Control Center

TORII STATION

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

KINSER

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

LESTER

Athletics
Shoppette