



# ***ADVERTISING OPPORTUNITIES***

**NAVAL AIR WEAPONS STATION CHINA LAKE**



**Advertising Revenues Benefit Navy Quality of Life Programs**

[www.navylifesw.com/chinalake](http://www.navylifesw.com/chinalake)

Updated 8/19

# ADVERTISING ORDER FORM

BUILD YOUR BUSINESS WITH THE MILITARY MARKET  
BY CHOOSING FROM OUR ADVERTISING PACKAGES

## FACILITY ADVERTISING (PGS 7-8)

Number of Month(s): _____	BANNER	POSTER	FACILITY
	_____ \$400	_____ \$250	Fitness Facilities
	_____ \$350	_____ \$275	Navy Gateway Inns & Suites
	_____ \$250	_____ \$250	Mirror Lake CommRec. & Auto Skills Center
	_____ \$200	_____ \$200	Bowling at Hall Memorial Lanes
	_____ \$200	_____ \$175	Pools
	_____ \$150	_____ \$125	Liberty Programs @ the Rec Stop
	_____ \$150	_____ \$75	Castle X Youth Center

## DESERT WINDS MAGAZINE (PG 3)

Please select your desired publication dates:

- Winter Issue-December/January/February
- Spring Issue-March/April/May
- Summer Issue-June/July/August
- Fall Issue-September/October/November

Rates per quarterly issue (rates are reduced with frequency):

- Color ad
- Full-Page (7½"w x 10"h) . . . . . \$250
  - Half-Page (7½"w x 4¾"h) . . . . . \$200
  - Quarter-Page (3½"w x 4¾"h) . . . . . \$150
- Color Covers ad
- Inside Front Cover (7½"w x 10"h) . . . . . \$325
  - Inside Front Cover Half-Page (7½"w x 4¾"h) . . . \$250

## DIGITAL SIGNAGE COLOR AD (PG 5-6)

- Number of Month(s): \_\_\_\_\_ Number of Slides: \_\_\_\_\_
- \_\_\_\_\_ Silent Video 30 Seconds . . . . . \$500
  - \_\_\_\_\_ Silent Video 15 Seconds . . . . . \$350
  - \_\_\_\_\_ Still Slide . . . . . \$300

## GOLF COURSE & MULLIGANS GRILL ADVERTISING (PG 4)

- Rates per month
- Golf Course Map Board (5"w x 10"h) . . . . . \$225
  - Golf Course Bench (36"w x 12"h) . . \$200 per bench
  - Golf Scorecard (3"w x 1.8"h) . . . . . \$150
  - Golf Tee Box Sign . . . . . \$150 per tee box
  - Golf Cart Signage (12"w x 12"h) . . . . . \$100
- Clubhouse & Proshop Advertising
- Banners (6'w x 3'h) . . . . . \$200
  - Posters (22"w x 28"h) . . . . . \$200
  - Countertop Signs/Stand (8-½"w x 11"h) . . . \$150

*Disclaimer to be on all advertising: The Department of the Navy does not endorse any company, sponsor or their products or services.*

Please email to: [CHLK\\_CLMarketing@navy.mil](mailto:CHLK_CLMarketing@navy.mil)  
or fax this form to: Marketing & Sponsorship Department  
760- 939-3387



Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

# FACTS ABOUT NAWA CHINA LAKE

**\$ 22,500,000** FLOWS INTO THE CITIES OF RIDGECREST AND INYOKERN FROM NAWA CHINA LAKE

**\$ 19,000,000** GENERATED BY MILITARY RETIREES

**\$ 65,000** AVERAGE HOUSEHOLD INCOME

**150** MILES FROM THE CITY OF LOS ANGELES

## MILITARY DEMOGRAPHICS

**100%** MWR PATRONS SHOP AT OFF-BASE DEPARTMENT OR SPECIALTY STORES, AVERAGING 4.3 VISITS PER MONTH

**95%** PLAN ON FURTHERING THEIR EDUCATION AND CAN RECEIVE UP TO \$3,500 IN TUITION ASSISTANCE

**73%** ACTIVE DUTY IS MALE, AVERAGE AGE IS 26 AND AVERAGE LENGTH OF SERVICE IS 10.2 YEARS

**73%** ACTIVE DUTY LIVE OFF BASE

**61%** PLAN ON BUYING A NEW VEHICLE WITHIN 12 MONTHS

**55%** ACTIVE DUTY ARE MARRIED

**15%** ACTIVE DUTY ARE OFFICERS

# GET YOUR MILITARY MARKET SHARE!

## DESERT WINDS MAGAZINE



This is the must-have information guide for what's happening in and around NAWS China Lake! Civilian and military personnel know this is where they will find Tickets & Travel offers, local area events, Fleet & Family Support Center information and MWR activities, events and facilities listings.

Desert Winds is a fully digital magazine, accessible via our mobile app and at [chinalake.navalifesw.com/desertwinds](http://chinalake.navalifesw.com/desertwinds)

### RATES PER QUARTERLY ISSUE\*

COLOR AD	
Full-Page (7-1/2"w x 10"h)	\$600
Half-Page (7-1/2"w x 4-3/4"h)	\$450
Quarter-Page (3-1/2"w x 4-3/4"h)	\$350

### COLOR COVER AD\*

Half-Page Inside Front Cover (7-1/2"w x 4-3/4"h)	\$500*
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\*Dependent on availability.

### COMMITMENT DEADLINES

Winter Issue Deadline	September 1
Spring Issue Deadline	December 1
Summer Issue Deadline	March 1
Fall Issue Deadline	June 1

## GOLF COURSE ADVERTISING

NAWS China Lake Golf Course, open to all with base access, is a pinnacle for golfers in the High Desert.

Featuring a shaded driving range, chipping and putting greens, electric carts, a grill, and a pro shop with a full line of merchandise, this challenging 18-hole layout incorporates many water and sand hazards, and includes a full practice facility. There are a variety of options for promoting your brand - banners, posters, countertop brochure displays, or countertop signs in high traffic areas will catch the eye of your target market.

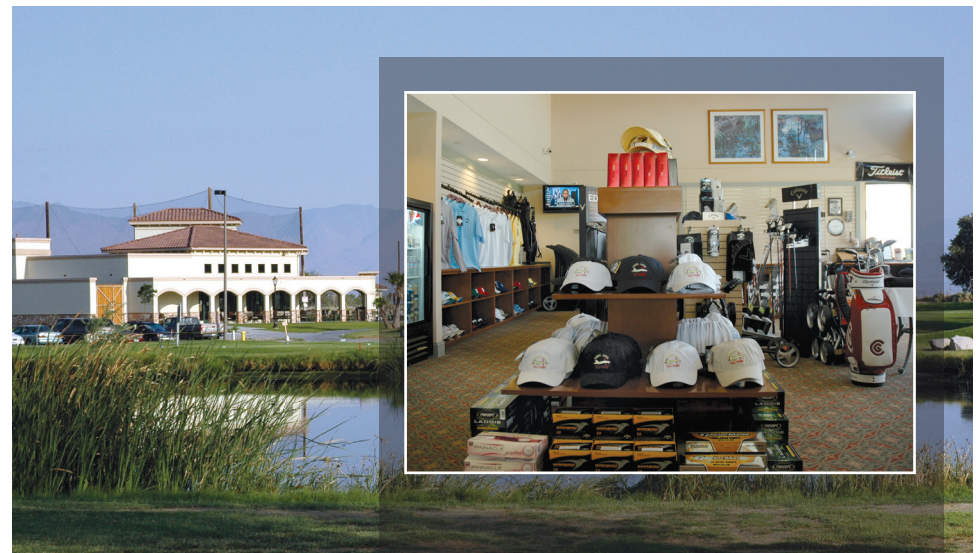
Maximize exposure when you advertise in the NAWS China Lake's Golf Course facilities for an annual exposure of 43,406 or more.

### RATES PER MONTH

Beverage Cart Sponsor	\$100
Golf Course Map Board (8"x8") (limit 9 max ads) next to driving range, outside pro-shop	\$225
Golf Course Bench (36"w x 12"h) benches at every tee box	\$200 per bench
Golf Scorecard (3"w x 1.8"h)	\$1,000 annual
Golf Cart Signage (12"w x 12"h)	\$100

### CLUBHOUSE & PROSHOP ADVERTISING

Banners (6'w x 3'h)	\$200
Posters (24"w x 36"h)	\$200
Countertop Signs/Stand (8-1/2"w x 11"h)	\$150



# GET YOUR MILITARY MARKET SHARE!

## DIGITAL SIGNAGE



Maximize your advertising exposure in FFR/ MWR facilities with full color digital signage located in high-traffic locations aboard NAWS China Lake. Vibrant, full-color digital slides or silent videos are displayed at 18 locations with 30,000 monthly exposures. Limited amount of air time will be contracted on a first-come, first-served basis.

### RATES PER MONTH

#### MONTHLY SLIDE RATES

(JPEG FORMAT; 1920 X 1080 PIXELS AT 72 PPI, LANDSCAPE)

Slide ..... \$300

#### MONTHLY SILENT VIDEO RATES

(MPEG-4 FORMAT; 1920 X 1080 PIXELS IN HD OR NORMAL QUALITY AND WIDE OR FULL SCREEN SIZE)

30 Second ..... \$500

15 Seconds ..... \$350

# GET YOUR MILITARY MARKET SHARE!

## FACILITY ADVERTISING

FFR/MWR is a well-known and widely used network of support and leisure services designed for use by the military, their families, civilian employees, military retirees and other eligible patrons. Aboard NAWS China Lake, thousands of eligible patrons and their families make use of these FFR/MWR benefits daily.



### FITNESS CENTER:

Offering a number of workout machines, weights, rooms, classes, and lockers, all who are looking to stay active can find the workout that works best for them. (Patronage: Fitness Center: 4,000/mo.)

### FITNESS PRIZES

Your brand can be featured to our fitness patrons. Throughout the year winners of fitness contests are given prizes from our Fitness facility. If you would like your brand featured on these items, call for more information!

### MIRROR LAKE COMMUNITY RECREATION CENTER & AUTO SKILLS CENTER:

Community Recreation is the one-stop shop for all recreational needs. Offering tickets to popular nearby attractions, an indoor rock wall, monthly classes, rentals and housing our Auto Skills Center, the Community Recreation Center sees a lot of foot traffic. (Patronage: 1,000/mo.)

### CASTLE X:

Castle X houses our Teen Programs, offering developmental recreational programs for youth, ages 13-18. These programs are DoD certified and affiliated with BGCA and 4-H. This is an ideal location to get your message to a younger



audience. (Patronage: 1,600/mo.)

### THE RECSTOP:

The RecStop provides dynamic programming for all hands 18+, including trips, tournaments and food-related events. The RecStop Liberty Center is equipped with computers, library area, theater area, billiards, card tables, shuffleboard, skeeball, foosball, air hockey, gaming stations, darts, shuffleboard, and table tennis. The RecStop is a popular destination for those looking to have fun. (Patronage: 500/mo.)

### OUTDOOR POOL (BANNER ONLY):

The Oasis Pool (outdoor) is located within walking distance of Bachelor Housing and Lincoln Housing residents. This outdoor pool is open for all from May to September, and offers fun, weekly events. Between October to April the Oasis Outdoor Pool remains open for lap-swim, ensuring your advertisement receives year-round exposure!

### BOWLING AT HALL MEMORIAL LANES:

The Bowling Center features open and league bowling for youth and adults, special education programs, sanction tournaments and monthly special events. It also houses our King Pin Café which features a great menu from burgers,



sandwiches, tacos, pizza and wings and more, making Hall Memorial Lanes a stop for many, not just bowlers. (Patronage: 1,400/mo.)

### MULLIGANS GRILL, ADJACENT TO GOLF COURSE PRO SHOP:

Whether finishing 18 holes or just coming to enjoy the beautiful view of the lush greens of the China Lake Golf Course, Mulligans Grill is the perfect stop for breakfast, lunch or a substantial snack. Mulligans offers a full menu of food and libations, as well as dailydaily, off-the-menu, unique eats. (Patronage: 1,860/mo.)

### NAVY GATEWAY INNS & SUITES:

Navy Gateway Inns & Suites (NGIS) provides quality, affordable lodging and hospitality services, which contribute to mission accomplishment and quality of life for a mobile defense community. NGIS creates comfortable guest services for those who serve today and tomorrow (Patronage: 3,000/mo. foot traffic in lobby)

### GOLF PRO SHOP

NAWS China Lake Golf Course, open to all with base access, is a pinnacle for golfers in the High Desert. (Patronage: 3,500/mo.)



## RATES PER MONTH

### BANNER (6"X3')

Fitness Facilities . . . . .	\$400
Navy Gateway Inns & Suites . . . . .	\$350
Mirror Lake Community Recreation Center & Auto Skills Center . . . . .	\$250
Bowling at Hall Memorial Lanes . . . . .	\$200
Golf Pro Shop . . . . .	\$200
Oasis Outdoor Pool . . . . .	\$350
The RecStop . . . . .	\$150
Castle X Youth Center . . . . .	\$150

### POSTER (24"X36" PORTRAIT)

Mulligans . . . . .	\$275
Fitness Facilities . . . . .	\$250
Navy Gateway Inns & Suites . . . . .	\$275
Mirror Lake Community Recreation Center & Auto Skills Center . . . . .	\$250
Golf Pro Shop . . . . .	\$200
Bowling at Hall Memorial Lanes . . . . .	\$200
The RecStop . . . . .	\$125
Castle X Youth Center . . . . .	\$200