

SPONSORSHIP & ADVERTISING 101

HOW TO GROW YOUR BUSINESS WITHIN OUR MILITARY COMMUNITY



PRINT



DIGITAL



SPONSORSHIP



MCCS MARKETING ADVERTISING & SPONSORSHIP



ABOUT US

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, welfare and quality of life of all service members and families stationed overseas.

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!

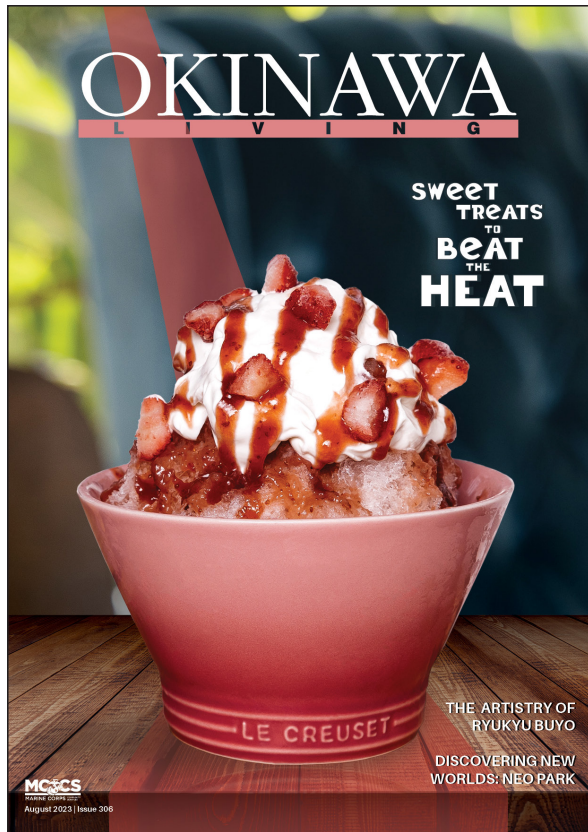
What we can do for you

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 Marketing acts as your portal into 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.

The MCCS Commercial Sponsorship and Advertising Department oversees the sponsorship program 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.

OKINAWA LIVING MAGAZINE



- + AWARD WINNING
- + MONTHLY ROTATION
- + IN-DEPTH EDITORIAL
- + 10,000 FREE COPIES
- + LOYAL READERSHIP

THE INTERNATIONAL
DAVEY AWARDS
Small firms. Big ideas.

ContentWise
magnum opus

CREATIVITY
Annual Awards

INTERNATIONAL
ACADEMY OF THE
VISUAL ARTS

OKINAWA
L I V I N G

sales@okinawa.usmc-mccs.org | okinawa.usmc-mccs.org/advertising-sponsorship

ABOUT

Okinawa Living Magazine is a 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.

As a monthly publication, the magazine contains new and ever-changing information regarding local lifestyle and customs, an 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. Over 10,000 free copies are distributed at 100+ high traffic locations each month. Newly arriving service members and their families also receive the publication at the mandatory Newcomers Orientation Welcome Aboard (NOWA) Brief.

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.



MCCS
MARINE CORPS
COMMUNITY
SERVICES

PARTYLAND
FROZEN YOGURT
Grab-Fill/Weigh-Pay

Design your own Dessert!

Featuring 10 flavors of healthy yogurt with over 30 toppings

Mihama Carnival Park Branch
Open Daily 11 a.m.-11 p.m.
www.partyland.co.jp

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NON-SURGICAL LIPOSUCTION TRIAL
EXTENDED 60% OFF POPULAR DEMAND

TRIAL PRICE
(FIRST TREATMENT ONLY)

- ¥14,000 • ¥5,400 FOR EITHER TREATMENT
- ¥60,000 • ¥36,000 FOR 5 SESSIONS (40 min. PER SESSION)
- ¥100,000 • ¥60,000 FOR 10 SESSIONS (40 min. PER SESSION)

ALSO AVAILABLE • FACIAL TREATMENT • FACIAL & BODY • MICROINJECTION AMBLYON • HYALURONIC ACID

OPEN: Mon-Fri 9 a.m.-7 p.m. Sat-Sun 9 a.m.-6 p.m. By appointment only. 098-933-1864

Esthetic Salon **COUCHÉ** by Plus

W/ALBERT V. S. ANDERSON, MD, FACS, FRCR, FRCR (F) Board Certified in Plastic Surgery, Board Certified in Facial Plastic Surgery

Welcome to Our Home

Delicious & filling meals for the whole family

All-You-Can-Eat Salad Bar

Enjoy fresh salad, soup, desserts, soft serve ice cream and more. Salad bar included with all entrees.

Salad & Drink bar FREE for children under 5

Reserve this ad in Okinawa Living Magazine and get one food plate & free drink bar for the whole group. Cannot be combined with any other coupon. EXP. 8/31/2019

Mon-Fri 11 a.m.-10 p.m. (Closed 9-9 p.m.) Sat, Sun & P. Holidays 11 a.m.-10 p.m. Yes, Cash & Credit Cards

For reservations or party bookings, call 098-930-7803

1 Village at AEDN MALL Square (In front of Starbucks Coffee) www.cawby-family.jp/catalog/good4/index_05.html#1

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
1/12 Page	\$155	\$150	\$140	\$135

Cover

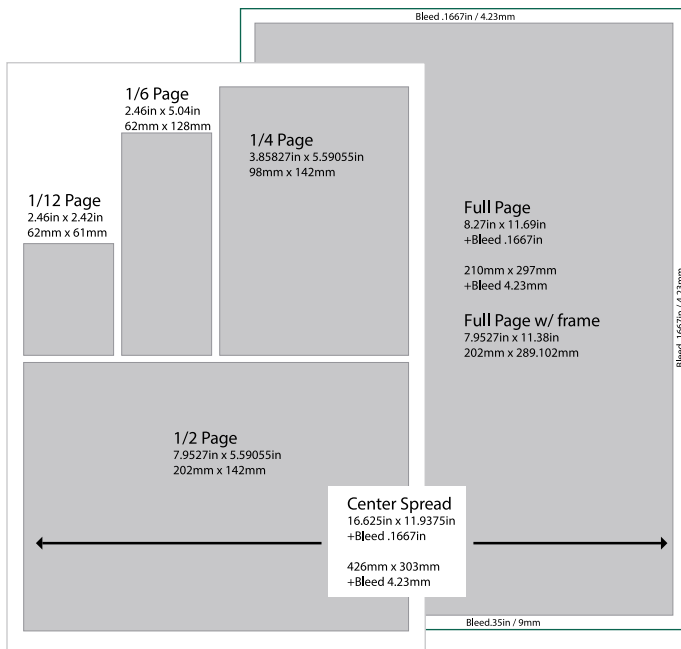
Outside Back	\$2,200	\$2,100	\$1,990	\$1,900
Inside Front/Back	\$1,650	\$1,575	\$1,500	\$1,425
Two-Page Spread	\$1,980	\$1,890	\$1,800	\$1,700

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



SALVAGE CHAPEL GINOWAN
salvageginowan.com

SERVICE TIMES
Sunday: 8:30am - 10am / 7pm
Wednesday: 7:30pm

ADDRESS:
Akemichi 1-5-5, Ginowan City
980-2205

Message From our Pastor

MIYAGI Salvage Co.

We'll take it when they won't!

We pay cash
for Toyota, Acura, Honda, Nissan, Subaru, Ford, Chevrolet, and other cars.

FREE towing is available for uninsured wrecked vehicles. Used auto parts available.

Monday-Saturday 8:30 am-5:30 pm. Closed Sunday. Tel. 098-938-0102

THE LIBERTY APP
OKINAWA

MCCS

ICE

Share your thoughts by submitting an ICE comment at okinawa.usmc-mccs.org/ice

NOT ONE DROP!

Drinking? No driving.

Download MCCS's Liberty App for Facebook members

SPECIAL ADVERTISING SECTION

OKINAWA
LIVING

sales@okinawa.usmc-mccs.org | okinawa.usmc-mccs.org/advertising-sponsorship

MCCS
MARINE CORPS COMMUNITY SERVICES

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, camp/sight-seeing sections and much more.

About our Annual Publication

Filled with information any newcomer needs to know about life on Okinawa, the *Okinawa Guide* is distributed to everyone attending the mandatory Newcomers Orientation Welcome Aboard (NOWA) 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 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 1



OKINAWA
GUIDE

sales@okinawa.usmc-mccs.org | okinawa.usmc-mccs.org/advertising-sponsorship

MC&CS
MARINE CORPS
COMMUNITY
SERVICES

BANNER PROGRAM

CAMP FOSTER FIELDHOUSE



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

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

Production Fee: \$650 (depending on current yen to dollar exchange rate)

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

BANNER PROGRAM

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 Muejek in the Republic of Korea.



Placement

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

Reach

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

Pricing

\$200 per month per MCCS location

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

BILLBOARDS



- + BIG ADS, SMALL PRICES
- + 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.

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 \$1,000

*One-time production fee of \$1,700 (Price subject to change)

Size

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

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

CORPORATE FLYER PROGRAM



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 (Bonsai Coffee Shop), Library, Marine & Family Program-Resources Center, Gunners Fitness Center, The Spot, Tours+, Tsunami Scuba, Aquatic Center, Behavioral Health Program

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

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.

(Please note, food & beverage flyers cannot be placed at MCCS Clubs/Restaurants. Flyer's must be pre-approved by MCCS and provided a month prior to start date.)

SMOOTH MOVE WORKSHOP FLYER PROGRAM



About

As military personnel get ready to go back Stateside they will have to attend a mandatory Smooth Move Workshop either in-person or online.

Frequency

In-person Smooth Move Workshops are held twice a month. One session is held on Camp Foster and the other session is held on Camp Hansen.

Pricing

\$50 per month (minimum of 3 months)

(Flyer's must be pre-approved by MCCS and provided a month prior to start date.)

NEWCOMERS ORIENTATION WELCOME ABOARD (NOWA) BRIEF



EXCELLENT OPPORTUNITY

for face-to-face meetings
with potential clientele in need
of multiple services.

About

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

Frequency

NOWA Briefs are held every Wednesday from 7:15 a.m. to 4 p.m. throughout the year with the exception of adverse weather (TCCOR-1 or greater) at the Community Center Auditorium Camp Foster. The Information Fair is held from 8:15 to 9:10 a.m. and set-up is from 6:20 to 6:50 a.m.

Benefits

NOWA Brief attendance is mandatory for all new Marines, Sailors and their families. It is an excellent opportunity to get your name in front of all new military personnel and to inform and educate potential customers about your business and services.

Pricing

\$100 per brief (contracts are for a full year and limited space is available)

NEWCOMERS ORIENTATION WELCOME ABOARD (NOWA) TABLE-TOP FLYER PROGRAM

About

Another option for advertising your business during NOWA briefs is to have your fliers placed on each table during the event. At a minimum there are 10 tables at each brief.

Frequency

NOWA briefs are held every Wednesday from 7:15 a.m. to 4 p.m. throughout the year with the exception of adverse weather (TCCOR-1 or greater) at the Community Center Auditorium on Camp Foster.

Pricing

\$50 per brief (minimum of 3 months)
(Flyer's must be pre-approved by MCCS and provided a month prior to start date.)



DIGITAL MONITOR PROGRAM



About

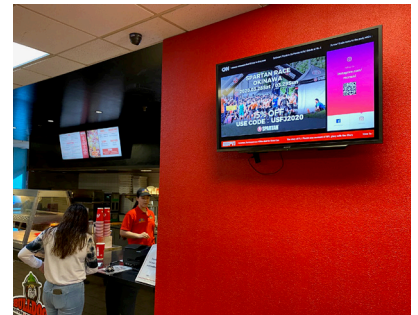
A highly effective and inexpensive way to show off your branded message at key high traffic areas island wide!

Locations

Comes with a full-package advertisement service, Includes all 80+ locations/facilities on Okinawa: All gyms, clubs, restaurants, bowling centers and more.

Pricing

\$1,000 monthly to include all locations. (minimum 3 month commitment)



INFORMATION STATION



About

This promotional resource combines digital slides and printed flyers to effectively advertise your business. The television slides catch the attention of potential customers, while the flyers allow you to provide in-depth information and lock in interest.

Benefits to Sponsor

The Information Station provides high-frequency, multimedia advertising in high-traffic locations to the lucrative military community.

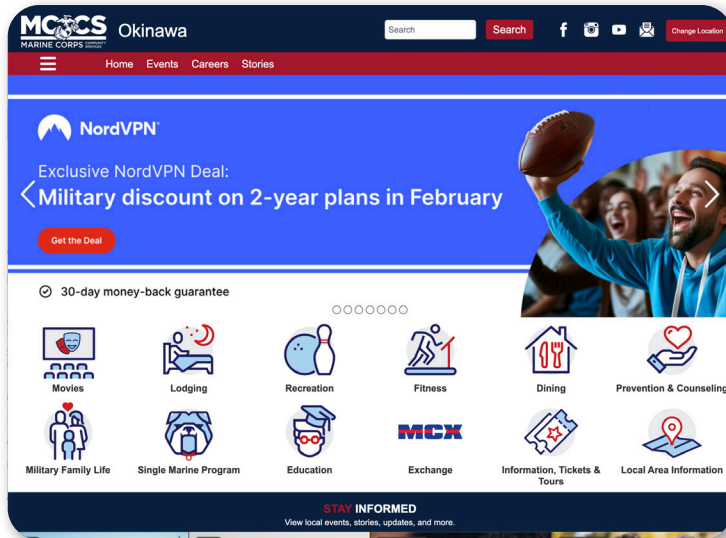
Locations

Locations include Camp Foster's Ocean Breeze, Gunners Fitness Center and the library.

Pricing

\$200 per location (minimum 3 month commitment)
(Flyer's must be pre-approved by MCCS and provided a month prior to start date.)

MCCS WEBSITE ADVERTISING



About

Our website offers program updates, info on upcoming events and more to those stationed on (and on their way to) Okinawa. MCCS Okinawa's site features the same look and feel as other Marine Corps installations and are conveniently interlinked—making it a perfect conduit to customers coming from other duty stations.

Resolution

Important Links: 300 px X 450 px

Carousel: 2400 px X 800 px

Pricing

Important Links: \$400 per month/\$250 for two weeks

Carousel: \$450 per month/\$300 for two weeks

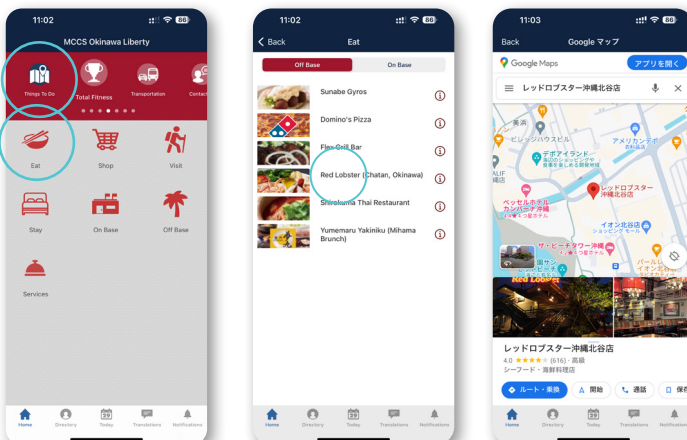
Banner Ad: \$550 per month/\$400 for two weeks

Limited space available. Please contact your sales representative for additional information.

MCCS OKINAWA LIBERTY APP

About

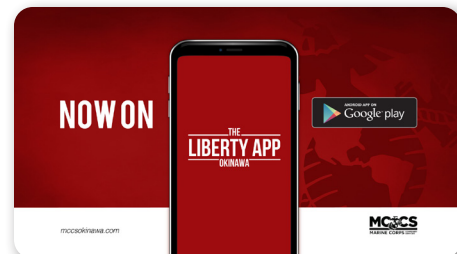
The Liberty App offers Marines and Sailors access to command information (including PCS details and base policies), liberty tools (including important phone numbers), transportation options and much more. The “Things to Do” icon offers suggestions on where to shop, eat, visit and stay—both on and off base.



Advertising Fee:

\$100 per month

(3-month minimum)



SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP OPPORTUNITIES CAN BE TAILORED TO YOUR BUDGET, TARGET AUDIENCE AND MARKETING NEEDS.

Single Marine Program (SMP) Events



Competitive Races



Golfing Events at Taiyo Golf Club



MCCS Club and Restaurant Seasonal Events



Sports Tournaments



Behavioral Health & Health Promotion Events



SPONSORSHIP OPPORTUNITIES

Library Program Events



Bodybuilding/Powerlifting Events



Aquatics Events



Festivals and Concerts



Comic Con Okinawa



CONTACT US

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

COMMERCIAL SPONSORSHIP AND ADVERTISING SALES

Address

MCCS Marketing Branch, MCB Camp S.D. Butler
Unit 35032 FPO AP 96378-5023

Phone

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

Website:

okinawa.usmc-mccs.org/advertise

Email

sales@okinawa.usmc-mccs.org

Fax

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

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