



PRINT ADVERTISING

Large Format Billboards

Rotation & Duration: Monthly

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	8 Million	<ul style="list-style-type: none"> • Pacific Views Main Gate • San Luis Rey Gate • Fallbrook Gate (Naval Weapons)

DETAILS

Dimensions

144" (W) x 132" (H) with at least a 1" bleed with crop marks.
Grommets on corners at every 24".

Acceptable Formats

Save all artwork as a .JPG, .PDF, .AI, or .EPS
(Outlined fonts and embedded images or packaged file)
Ensure that all images are 100 dpi or higher.

Advertiser provides finished and delivered banner.



Standard Format Billboards

Rotation & Duration: Monthly

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	7 Million	<ul style="list-style-type: none"> • Del Mar • San Mateo (One side only) • San Onofre

DETAILS

Dimensions

120" (W) x 48" (H) with at least a 1" bleed.
No Grommets.

Acceptable Formats




Save all artwork as a .JPG, .PDF, .AI, or .EPS
(Outlined fonts and embedded images or packaged file)
Ensure that all images are 100 dpi or higher.

Advertiser provides finished and delivered banner.



Fence Line Banner

Rotation & Duration: Monthly

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	Based on Location	<ul style="list-style-type: none"> • 11 Area Athletic Field • Wire Mtn Baseball Field • Las Pulgas Baseball Field • Lake O'Neill Baseball Field • Marine Memorial Golf Course • Rec Checkout

DETAILS

Dimensions

96" (W) x 36" (H) with at least a 1" bleed.
Grommets on corners at every 24".

Acceptable Formats

Save all artwork as a .PDF, .EPS, or .AI
Ensure that all images are 100 dpi or higher.

Advertiser provides finished and delivered banner.

Feather Banner

Rotation & Duration: Monthly

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	Based on Location	Locations Vary

DETAILS

Dimensions

24.25" (H) x 79.5" (W)
25.5" (H) x 105.5" (W)
29.5" (H) x 139.5" (W)




Acceptable Formats

Save all artwork as a .PDF, .EPS, or .AI
Ensure that all images are 100 dpi or higher.

Advertiser provides finished and delivered banner.

Fuel Station Advertising

Rotation & Duration: Monthly

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.4 Million	<ul style="list-style-type: none"> • 13 Area Fuel Station • 22 Area Fuel Station • 33 Area Fuel Station • Pacific Plaza Fuel Station

DETAILS

Dimensions

48" x 48" with at least a 1" bleed.

Acceptable Formats

Save all artwork as a .PDF, .EPS, or .AI

Ensure that all images are 100 dpi or higher.

Advertiser provides finished and delivered banner.

