

SPONSORSHIP ADVERTISING & EVENT GUIDE



Update 08/2023

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Marine Corps Base, Camp Pendleton

Since its establishment in 1942, MCB, Camp Pendleton has occupied 125,000 acres of largely undeveloped land with more than 17 miles of coastline. Located in the northwestern corner of San Diego County, it is the only Marine Corps West Coast expeditionary/amphibious training center.

Camp Pendleton is one of DoD's busiest training installations. The base's varied topography, combined with its amphibious training areas, inland training ranges and airspace, offers maximum flexibility for Marine Air Ground Task Forces and other service units that require a realistic combat training environment. Each year more than 43,000 Active Duty and 26,000 reserve military personnel from all services use Camp Pendleton's many ranges and training facilities to sharpen their combat skills. Camp Pendleton's proximity to a variety of military units, including air elements and naval forces, allows for frequent and sustained training of this nature. The mild weather of the region provides an ideal training environment for amphibious, ground, aviation, and joint operations.

Camp Pendleton has an estimated daily population of approximately 85,000. This estimate includes the 43,000 Service Members assigned to units on base, the 4,000 civilian employees employed at various commands, military family members residing in base housing, and daily visitors, such as construction and service contractors, product vendors and delivery personnel, military family members who reside off-base, military retirees and their family members, as well as other guests and visitors. Camp Pendleton has more than 18 barracks areas where single Marines live and work and over 7,300 family housing unit. The base offers multiple retail and food services, as well as indoor and outdoor recreation. Camp Pendleton also operates its own water treatment facilities, landfill, and fire and police services.

As part of a regional construction program, Camp Pendleton has more than 200 construction projects totaling over \$500 million dollars. These military construction projects include new facilities and infrastructure improvements, which include roads, modernized utilities, renewable energy, operations and training ranges, administrative, maintenance, warehousing, galley, retail, and troop housing.

The 500,000 square foot Naval Hospital, located near the main gate and commissary, serves more than 150,000 Marines, family members, and retirees annually.

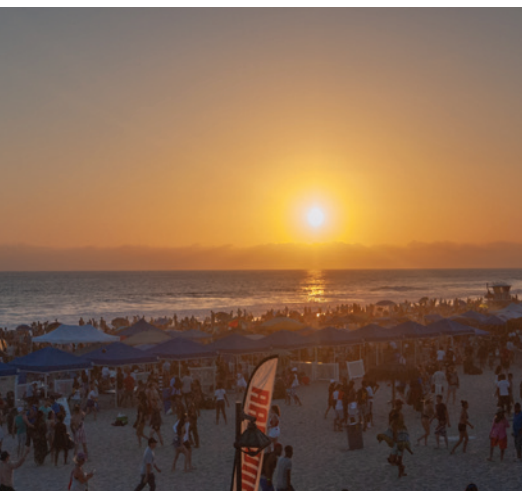
Marine Corps Community Services

Marine Corps Community Services (MCCS) programs are vital to mission accomplishment and form an integral part of the non-pay compensation system. These programs encourage positive individual values, personal development, and aid in recruitment and retention of personnel. The MCCS programs provide for the physical, cultural, service and social needs of Marines and other members of the Marine Corps family. They also provide community support systems that make Marine Corps bases/stations temporary hometowns for this mobile population.

The MCCS Mission is to make significant lasting contributions to combat readiness through the personal and family readiness of Marines, Sailors, and their Families.. MCCS maintains mission readiness and productivity through programs that promote the physical and mental well-being of all members of the Marine Corps including Active Duty, reserve, retired, and civilian.

MCCS is comprised of exchange activities, recreation programs and family services activities. The term MCCS includes all programs/activities under these areas unless stated otherwise. Since there are funding restrictions that apply through both policy and public law for certain programs/activities, a distinction must be made. There are those activities that are totally supported by appropriated funds (APF) - tax dollars directed by Congress to the specific MCCS level activity and those that are authorized support from both APF and non-appropriated funds (NAF) - profits that are derived from retail, services and recreational activities within each base or station level command.

Components of MCCS include Marine and Family Programs, Semper Fit, Food, Leisure, Hospitality & Services, and Retail.



Demographics - Marine Corps

The Marine Corps is the youngest, most junior, and least married of the military services.

- 66% of Marines are 25 or younger
- 24% of Marines are not old enough to legally consume alcohol
- 39% of Marines are LCpl or below
- 41% of Marines are married
- One Officer per 7.3 Marines

Marine Corps families are “younger” than those of the other military services.

The average age of Marine Spouses is 29.5

Average age for a married Enlisted Marine 30.7

Average age of a Marine at birth of first child is 24.1 years old

Demographics - Camp Pendleton

- 73% of Marines are 25 or younger
- 26% of Marines are not old enough to legally consume alcohol
- 43% of Marines are LCpl or below
- 39% of Marines are married
- One Officer per 11.8 Marines

Average age for a married Enlisted Marine 30.7

Average age of a Marine at birth of first child is 24.1 years old

Daily Population - Camp Pendleton

- Approximately 85,000 patrons every day
- Over 4,000 civilian employees
- Over 77,000 retirees live within a 50 mile radius
- Over 23,000 reserve personnel work and train on base each year
- Over 20,000 Service Members use Camp Pendleton for trainings each year

MARINE CORPS ACTIVE DUTY DEMOGRAPHICS		
Active Duty	19,289	Officer
	148,489	Enlisted
	167,778	Total
Married	13,183	Officer
	54,773	Enlisted
	67,956	Total
Single Marines	98,533	Total
Dual Military	7,455	Total
Total Family Members	59,108	Spouses
	81,107	Children
	129	Parents
	140,344	Total

CAMP PENDLETON ACTIVE DUTY DEMOGRAPHICS		
Active Duty	2,983	Officer
	35,205	Enlisted
	38,188	Total
Married	1,798	Officer
	12,915	Enlisted
	14,713	Total
Single Marines	23,636	Total
Dual Military	1,909	Total
Total Family Members	17,220	Spouses
	19,098	Children
	35	Parents
	36,353	Total

Data source: (DMDC-Feb-2023)

Geographic description

Purchased in 1942 for 4.2 Million Dollars, 125,000 Acres/Approx. 195 Square Miles.

Note: Camp Pendleton is larger than the cities of Carlsbad, Del Mar, Encinitas, Escondido, Oceanside, San Marcos, Solana Beach, and Vista combined (118,230 acres, 185 sq. miles)

17.5 miles of shoreline

2,600 buildings & structures and over 7,300 family housing units

Over 100,000 vehicles and 5,000 motorcycles registered on Base

Located 42 miles north of San Diego International Airport and 88 miles south of Los Angeles International Airport

General facts & figures

7 Base Entry Gates

5 On-Base Public Schools

1 Naval Hospital, 9 branch clinics base wide, 11 Fire Stations

1 Domestic Animal Control

14 Chapels

13 Mess Halls

13 Fitness Centers (including Wounded Warrior specific rehabilitation gym)

8 Single Marine Program Centers

3 Marine Corps Exchanges (MCX)

17 Marine Marts

8 Fuel Stations

3 Car Wash Facilities

2 Lodging Facilities

Pacific Views Lodge and Ward Lodge

1 Auto Skills Center (Do-It-Yourself)

2 Auto Parts Stores, 1 RV Storage

20+ Fast Food Restaurants (McDonald's Panda Express, Panera Bread, etc.)

2 Commissary Grocery Stores

3 Libraries

2 Event Centers - Pacific Views Event Center, La Casa Del Mar, Historic Beach Club at San Onofre

1 Golf Course

1 Horse Stables

1 Movie Theater & Training Center

1 24 Lane Bowling Alley

1 Rec Shooting

1 Rec Checkout

1 Paintball Park

1 Swimming Pool (all ranks)

2 Recreational Beaches - Del Mar and San Onofre

1 Lake O'Neill (fishing & boating)

1 Del Mar Marina

6 Child Development Centers

(with capacity for over 1,100 children)

105 Certified Family Child Care Homes

(with an average of four children each)

13 Postal Service Centers

13 Barber Shops

4 Dry Cleaning Locations

3 Recreational Lodging - Del Mar Beach, San Onofre Beach, Lake O'Neill

3 Recycling Centers, 2 Landfill

(disposing of 35,000 tons of waste per year)

Camp Pendleton facts & figures

Other Users Of Our Ranges & Training Facilities




Other Military Services

Reserves & National Guard

Federal, State & Local Law Enforcement Agencies (FBI, Sheriff, Police, SWAT)

Foreign Military Services (Canada / Holland / Japan / India)

DIGITAL ADVERTISING

Roadside Marquees		
Rotation: Weekly		
Duration: 6 hour time slots/3 days/week = 18 hours/week in rotation		
 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) • Del Mar Gate • Las Pulgas Gate • San Mateo Gate • San Onofre Gate

DETAILS

Dimensions

192px (W) x 176px (H)

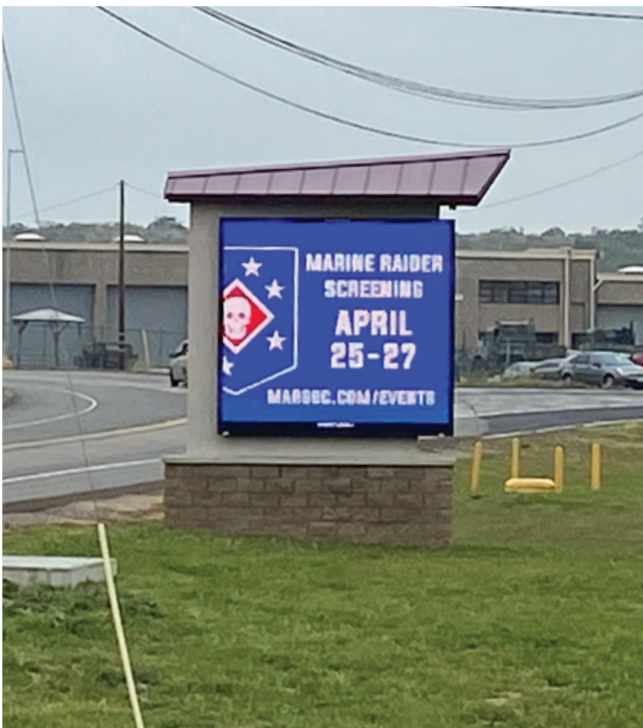
Acceptable Formats

Static: RGB artwork as a .PNG

Video: No-sound video as .MP4 - Video cannot exceed 8 seconds.

Advertiser to provide MCCS-approved artwork.




“Advertisement” Bottom Black Bar must be included.



Roadside Marquee, Pendleton Theater & Training Center

Rotation: Weekly

Duration: 6 hour time slots/3 days/week = 18 hours/week in rotation

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	Pendleton Theater & Training Center, Mainside

DETAILS

Dimensions

--px (W) x --px (H)

Acceptable Formats

Static: RGB artwork as a .PNG

Advertiser to provide MCCS-approved artwork.




“Advertisement” Bottom Black Bar must be included.



Roadside Marquee, Pendleton Theater & Training Center

Rotation: Weekly

Duration: 6 hour time slots/3 days/week = 18 hours/week in rotation

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	Mainside Marine Mart

DETAILS

Dimensions

175px (W) x 120px (H)

Acceptable Formats

Static: RGB artwork as a .PNG

Video: No-sound video as .MP4 - Video cannot exceed 8 seconds.

Advertiser to provide MCCS-approved artwork.


“Advertisement” Bottom Black Bar must be included.



MCCS TV

Rotation: Weekly

Duration: 6 hour time slots/3 days/week = 18 hours/week in rotation

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	12 Million	130 Locations

DETAILS

Dimensions

1920px (W) x 1080px (H)

Acceptable Formats

Static: RGB artwork as a .JPG or .PNG

Video: No-sound video as .MP4

Advertiser to provide MCCS-approved artwork.

“Advertisement” template must be included.



Leatherneck Lanes Monitors

Rotation: Weekly

Duration: 6 hour time slots/3 days/week = 18 hours/week in rotation

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	60,000	Leatherneck Lanes

DETAILS

Dimensions

1920px (W) x 1080px (H)

Acceptable Formats

Static: RGB artwork as a .JPG or .PNG

Video: No-sound video as .MP4




Advertiser to provide MCCS-approved artwork.

“Advertisement” template must be included.



MCCS Website - mccsCP.com

Rotation & Duration: Weekly

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons and the Public	8.2 Million	mccsCP.com Landing Page
Program Pages	Based on Page	Request Available Options

DETAILS

Dimensions

475px (W) x 267px (H)

Acceptable Formats

RGB artwork as a .JPG or .PNG

Advertiser to provide MCCS-approved artwork.



MCCS Insider Email

Rotation & Duration: Weekly

 Target Demographic	 Annual Impressions	 Location
Subscribed Base Patrons	--	Weekly email

DETAILS

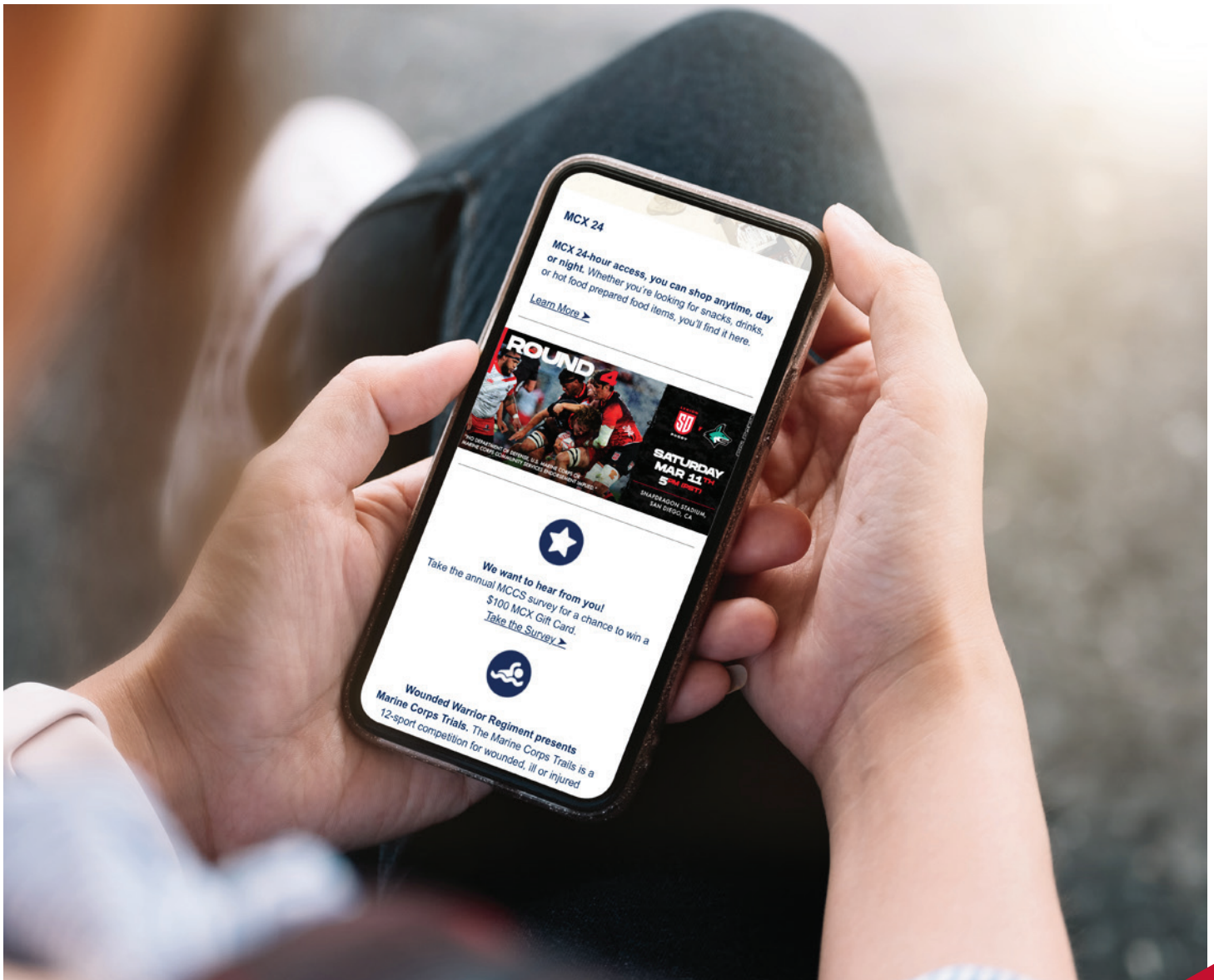
Dimensions

725px (W) x 325px (H)

Acceptable Formats

RGB artwork as a .JPG or .PNG


Advertiser to provide MCCS-approved artwork.



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.



FITNESS CENTERS




Wall Wraps, Exterior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	Up to 2 Million	<ul style="list-style-type: none"> Paige Field House Paige Field House, Utility Building 14 Area 22 Area 31 Area

Wall Wraps, Interior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Paige Field House 21 Area 33 Area 41 Area 43 Area 52 Area 53 Area 62 Area



DETAILS

Dimensions

Varies by location

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.




Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.

Advertiser provides finished and delivered banner.

FITNESS CENTERS (Continued)




Tri-Tower: Outside Patio, Front Door

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Paige Field House 21 Area 33 Area 41 Area 43 Area 52 Area 53 Area 62 Area

Counter Wraps, Interior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> 33 Area 41 Area 43 Area 52 Area 53 Area 62 Area



DETAILS

Dimensions

Varies by location

Acceptable Formats




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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.

Advertiser provides finished and delivered banner.

FITNESS CENTERS (Continued)

Standeers		
Rotation & Duration: 6 Months		
 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> • Paige Field House • 21 Area • 33 Area • 41 Area • 43 Area • 52 Area • 53 Area • 62 Area

DETAILS

Dimensions

36" (W) x 72" (H)
with at least a .25" bleed.

Acceptable Formats

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

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.



AQUATICS

13 Area Pool Fenceline

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	2 Million	<ul style="list-style-type: none"> 13 Area Pool Fenceline, Faces Vandegrift Blvd.

DETAILS

Dimensions

BANNER A: 573" (W) x 66" (H)

BANNER B: 693" (W) x 66" (H)

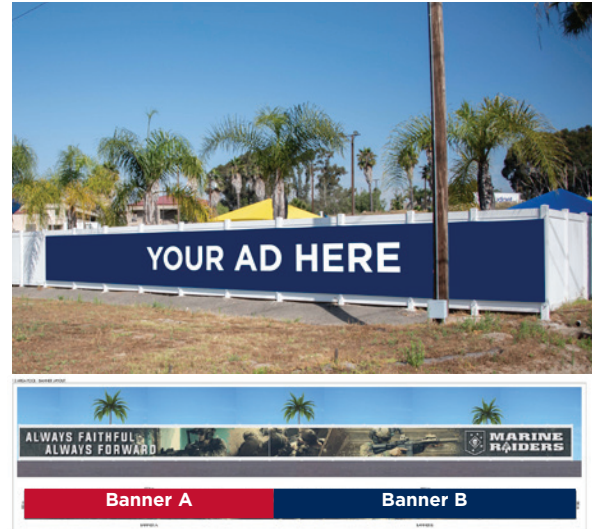
with at least a 1" bleed.

Acceptable Formats

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



Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer. Advertiser provides finished and delivered banner.



Vehicle Wrap

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Lifeguard Trailer

DETAILS

Dimensions

Varies by vehicle

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.




Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer. Advertiser provides finished and delivered banner.



ACTIVE DUTY RECREATION CENTERS

Window Clings / Wall Wraps, Interior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
Active Duty	200,000	<ul style="list-style-type: none"> • 33 Area • 43 Area • 53 Area • 62 Area

DETAILS

Dimensions

Varies by location

Acceptable Formats

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




Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer. Advertiser provides finished and delivered banner.



Wall Wraps, Exterior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	2 Million	<ul style="list-style-type: none"> • 43 Area • 53 Area

DETAILS

Dimensions

Varies by location

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.




Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer. Advertiser provides finished and delivered banner.



AUTO SKILLS CENTER

Wall Wraps, Interior & Exterior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Locations
All Base Patrons	14,000	<ul style="list-style-type: none"> Facility Walls

DETAILS

Dimensions

Varies by location

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.






BEACHES

Wall Wraps, Exterior




Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Del Mar Beach

Wall Wraps, Interior

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1 Million	<ul style="list-style-type: none"> Del Mar Beach Bath Houses San Onofre Beach Bath Houses

La Casa Event Stage Banners

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1 Million	<ul style="list-style-type: none"> Del Mar Beach, La Casa Event Center

DETAILS

Dimensions

Varies by location

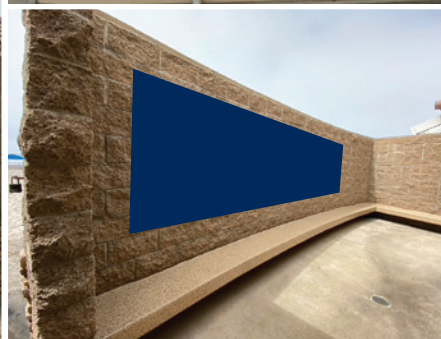
Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.






MARINA

Wall Wraps

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	500,000	<ul style="list-style-type: none"> Marina Office and Parking Lot

Sails

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	Varies	<ul style="list-style-type: none"> Del Mar Marina

DETAILS

Dimensions

Varies by location/Sails

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.






MAINSIDE FOOD & SERVICES PAVILION

Wall Wraps, Exterior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Mainside Food court South Wall of TRS Building

Window Clings

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Mainside Food court

DETAILS

Dimensions

Varies by location/Sails

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.

Advertiser provides finished and delivered banner.



LEATHERNECK LANES

Wall, Exterior		
Rotation & Duration: 6 Months		
 Target Demographic	 Annual Impressions	 Location
All Base Patrons	2 Million	<ul style="list-style-type: none"> Snap Frame: Facing Parking Lot
Wall Wraps, Interior		
 Target Demographic	 Annual Impressions	 Location
All Base Patrons	330,000	<ul style="list-style-type: none"> Bar Area, 5 Wall Options
Counter Wrap		
 Target Demographic	 Annual Impressions	 Location
All Base Patrons	330,000	<ul style="list-style-type: none"> Check-In Front Counter
Window Clings		
 Target Demographic	 Annual Impressions	 Location
All Base Patrons	330,000	<ul style="list-style-type: none"> Doors between Leatherneck Lanes and Transition Readiness Program

DETAILS

Dimensions

Varies by location

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.

Advertiser provides finished and delivered banner.



MARINE MEMORIAL GOLF COURSE

Window Clings

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	300,000	<ul style="list-style-type: none"> Patio Windows

DETAILS

Dimensions

Varies by location

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.



PENDLETON CAR WASH

Wall Wraps

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	2 Million	<ul style="list-style-type: none"> • 52 Area • Pacific Plaza

DETAILS

Dimensions

52 AREA: 96" (W) x 240"(H)

PACIFIC PLAZA: 20'5" (W) x 10' (H)

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 is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.






PENDLETON THEATER & TRAINING CENTER

Wall Wraps, Exterior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> • Front of Theater

Window Clings

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> • Various Locations

DETAILS

Dimensions

Varies by location

Acceptable Formats

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

Ensure that all images are 100 dpi or higher.

Advertiser is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.



RETAIL

Vending Machine Wraps

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	Varies by Location	<ul style="list-style-type: none"> Various Locations

DETAILS

Dimensions

30" (W) x 66.5" (H)
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 is responsible for verifying dimensions with MCCS and MCCS-approved installer.

Advertiser provides finished and delivered banner.



RETAIL (Continued)

Vehicle Wraps		
Rotation & Duration: 6 Months		
 Target Demographic	 Annual Impressions	 Location
All Base Patrons	Varies by Location	<ul style="list-style-type: none"> Vending Trucks

DETAILS

Dimensions

LONG: 179”1/4 (W) x 54”3/4 (H)
 SHORTER: 135”1/4 (W) x 54” (H)
 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 is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.



SAN ONOFRE FUEL STATION

Banners

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> 51 Area

DETAILS

Dimensions

25" (W) X 168" (H)
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 is responsible for verifying dimensions with MCCS and MCCS-approved installer.




Advertiser provides finished and delivered banner.



SCHOOL OF INFANTRY (SOI) MARINE MART

Wall Wrap

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Parking Lot

DETAILS

Dimensions

LEFT: 41'9" (W) X 4'7" (H)
 RIGHT: 23'8" (W) X 3'9" (H)
 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 is responsible for verifying dimensions with MCCS and MCCS-approved installer.
Advertiser provides finished and delivered banner.






TRANSITION READINESS FACILITY, MAINSIDE

Wall Wrap, Exterior

Rotation & Duration: 6 Months

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Facing Post Office

Window Cling, Exterior

 Target Demographic	 Annual Impressions	 Location
All Base Patrons	1.7 Million	<ul style="list-style-type: none"> Facing MCCS Administration

DETAILS

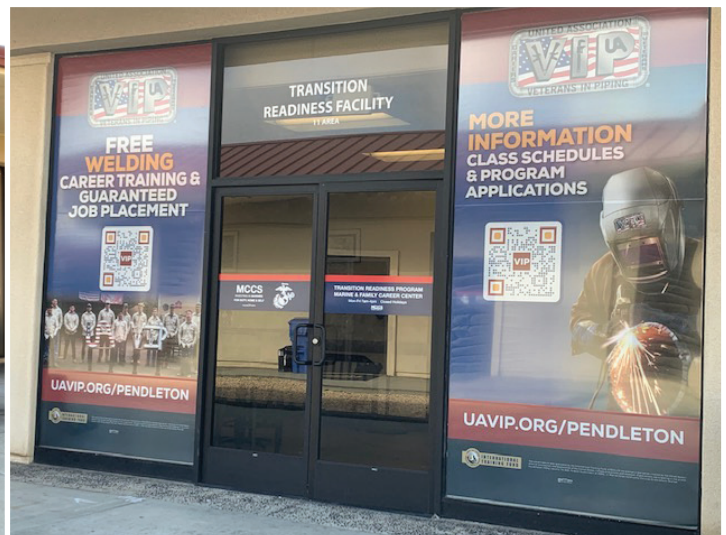
Dimensions

WALL WRAP: 40' (W) x 72.25" (H)
 WINDOW CLING: 59.5" (W) x 120.5" (H)
 with at least a 1" bleed.

Acceptable Formats

Save all artwork as a .PDF, .EPS, or .AI
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Advertiser provides finished and delivered banner.



SPECIAL EVENTS CHILDREN & FAMILIES



Aquatics Series

Hosted at the 13 Area Pool and Del Mar Beach, good “clean” fun for the whole family!

- **Summer Nights** Family fun and movies while floating in the pool!
- **Pumpkin Plummet** Splashing Pumpkin and Halloween activities!
- **Polar Bear Plunge** Ring in the New Year with a chilly dip in the ocean at Del Mar Beach! Food and fun for the whole family!



Youth Sports

The Youth Sports program provides a positive sports experience for youth within the Camp Pendleton community, for children ages 5-16 (age varies by sport), that focuses on safety, fun, and development.

Sports include

- Baseball
- Basketball
- Cheerleading
- Flag Football
- Soccer
- Softball



Stepp Stables Series

Themed Events with Pony Rides at Stepp Stables!

- **Easter Egg Hunt** Pony Rides and an Egg Hunt!
- **Spooky Stables** Costume Contest, Pony Rides and a Pumpkin Patch!
- **Holiday Stables** Reindeer Rides and Elves with Holiday Treats!



Hard Corps Race Series

The Hard Corps Race Series (HCRS) consists of multiple races and community fitness events held on Camp Pendleton throughout the year to promote physical fitness to all who participate.

- Iconic trail runs at multiple distances for both Adults and Kids (In-Person and Virtual)
- Sunset Stroller Challenges
- Tails and Trails Dog Walks

SPECIAL EVENTS CHILDREN & FAMILIES



Lake O'Neill

Lake O'Neill Recreational Park offers year-round camping, activities, group outings and events.

- Kid's Fishing Derby



Exceptional Family Member Program (EFMP)

Camp Pendleton assists active duty personnel in providing for the special needs of family members before, during and after relocation. The program ensures every attempt is made to bring together military careers and special needs.

- Best Day Ever Surf Camp
- Holiday Party



Del Mar Beach Campgrounds and Marina

The Marina offers the perfect getaway, with a unique set of programs and environments for both boat owners and beginners, campers and recreationists.

- Kid's Summer Camps
- Summer Race Series
- Sailing Lessons - Holiday Themed Events



Library

There are three libraries aboard Camp Pendleton that offer a variety of resources to enhance professional and personal learning for all ages. Our Summer Reading Program has the largest number of participants in the Marine Corps, 6 years running.

- Story time for Children
- STEAM and STEP programs
- Year-long and Summer Reading programs

SPECIAL EVENTS

ACTIVE DUTY SERVICE MEMBERS



Commanding General's Cup (CG's cup)

Activities are offered only to Active Duty personnel stationed aboard Camp Pendleton, consisting of weekly competition between Units, in a variety of activities.

Activities include

- Flag Football
- Cornhole
- Surfing
- Bowling and much more



Transition Readiness Program

Transition Readiness Seminar (TRS), a mandatory 5-day transition workshop to prepare Service Members and their families for re-integration into their civilian career or education choice upon leaving Active Duty.

- Career Fairs
- College Fairs



Varsity Sports

The Varsity Sports program provides athletes the opportunity to compete at a higher level. The best players on base compete against varsity teams from other bases, colleges, law enforcement agencies, or other approved competitions. Events take place both on and off base, as well as around the country.

Sports include

- Men's Soccer
- Men's Basketball
- Jiu-Jitsu



Single Marine Program (SMP)

The goal of the Single Marine Program and Recreation Centers is to enhance quality of life for single Service Members by providing positive and rewarding outlets through recreation, community involvement, and dynamic facilities.

- Weekend Trips
- Christmas Stocking Stuffer Program
- Hosted Viewing Parties for sports events, movies, or other unique occasions



Other Unique Opportunities


- Rec Shooting
- Archery
- Bowling Alley
- Pacific Views Event Center - Iron Mike's / Pub 1795
- Marine Memorial Golf Course
- Del Mar Beach
- Auto Skills
- Retiree Fair
- Family-focused Programs



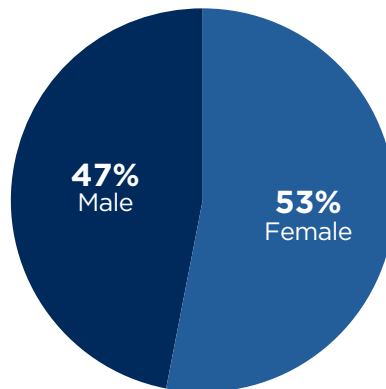
Projected Attendance
37,000 Attendees

 **Date & Location**
July 4th at Del Mar Beach

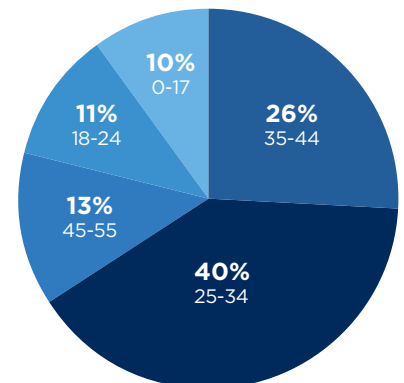
 **Target demographic**
Open to those with base access

 **Details**
The 4th of July at Del Mar Beach is a relaxing and sunny day of military appreciation for our Service Members and their families.

Demographics



Ages





TREE LIGHTING *Celebration*



Projected Attendance

15,000 Attendees



Date & Location

November in the Pacific Views MCX Parking Lot



Target demographic

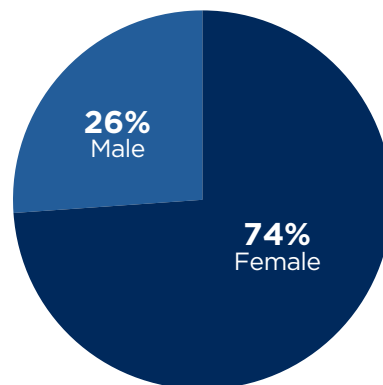
Open to those with base access



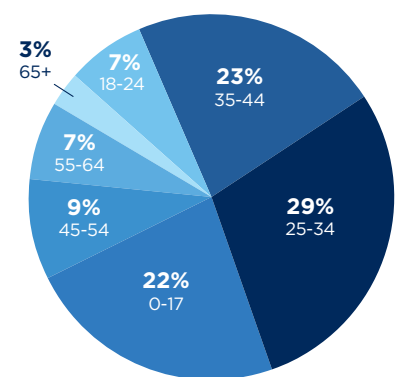
Details

The Tree Lighting Celebration kicks off the official start of Camp Pendleton's Holiday Season. This Winter Wonderland for our military families features games, giveaways and the lighting of our Camp Pendleton Holiday Tree.

Demographics



Ages





WINTER FEST EXPRESS



Projected Attendance

5,000 Attendees



Date & Location

Two dates in December. Patrons can choose from evening in the Mainside Parking Lot or morning in the Pacific Views Event Center Parking Lot.



Target demographic

Active Duty Service Members and their families

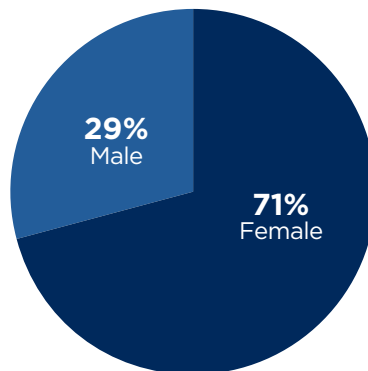


Details

A convenient and festive way for Active Duty and their families to celebrate the holiday season. Featuring a drive-thru to pick up a free tree (Presented by Trees for Troops), holiday goodies, and a visit with Santa and Mrs. Claus!



Demographics



Ages

