



# EX15

## Number of Impressions

# How big is JBLM and what does that mean for my business?

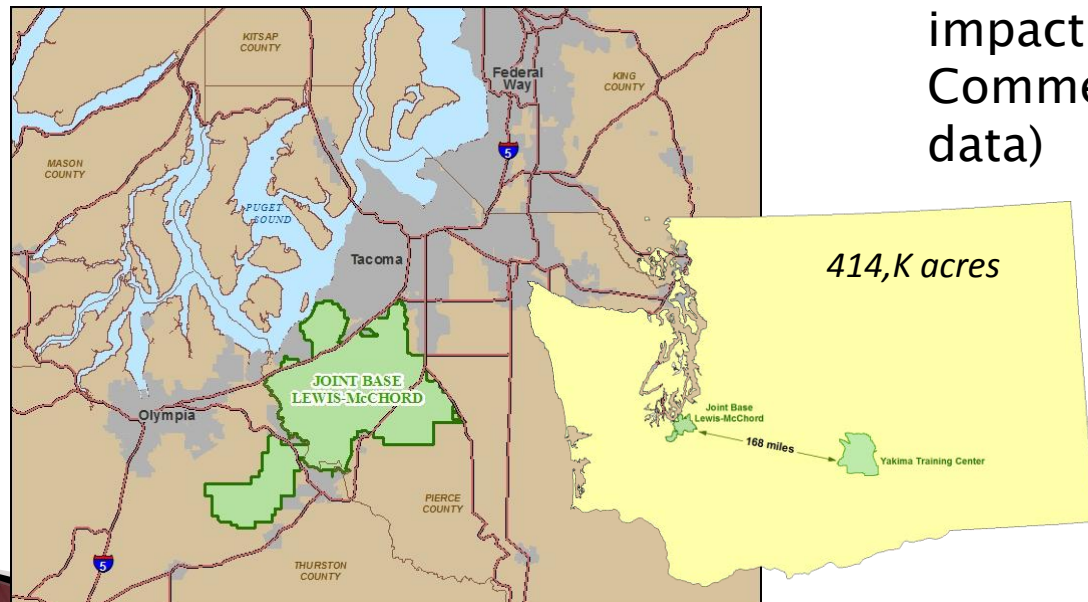
## ▶ Base Population:\*

- Military 46,815 (FY12 Active, Guard and Reserve)
- Civilian Workforce 16,269
- Family Members 55,263
- Commutable retirees 38,472

\* Based on 31 Oct 12 ASIP Data

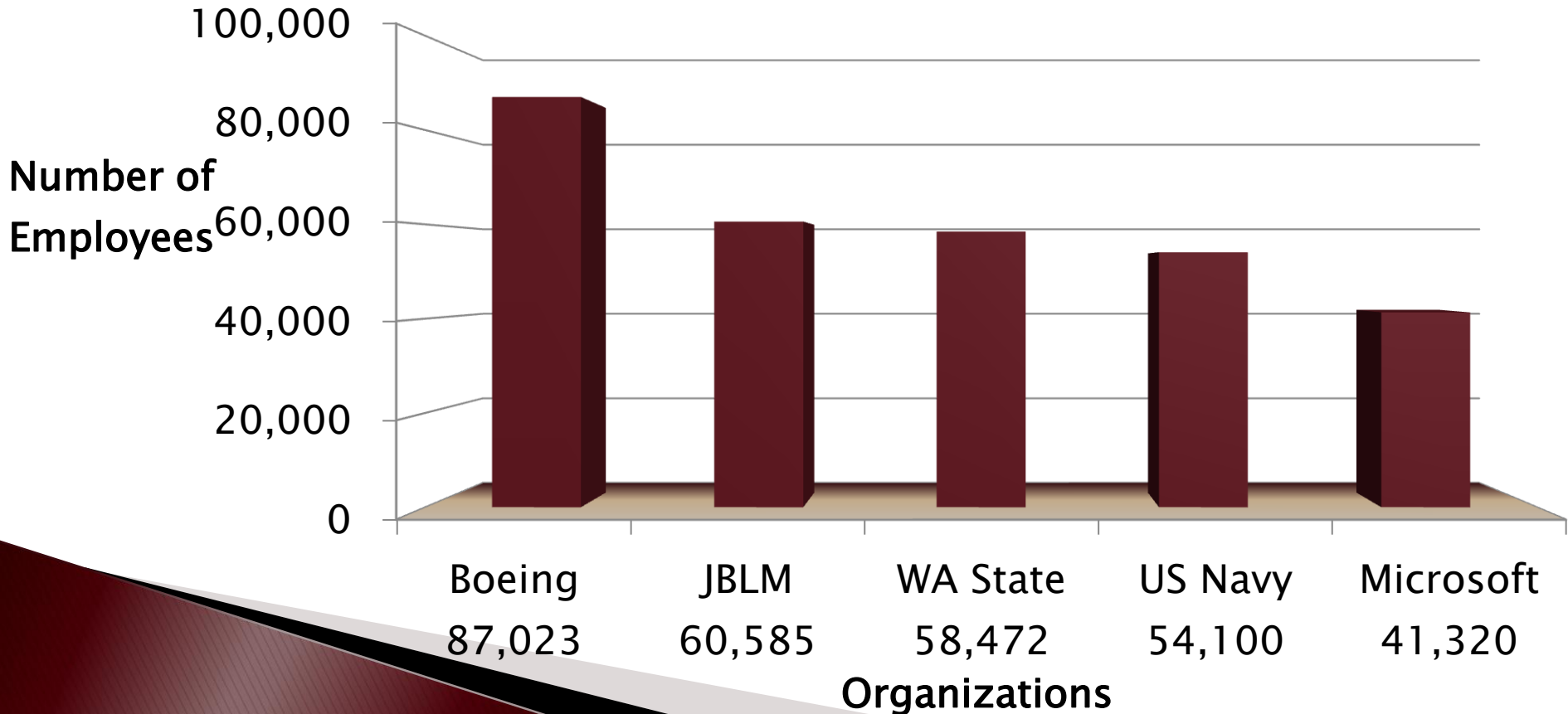
## ■ Economic impact

- Military and Civilian Payroll \$5,799,394,K (2010 Census Consolidated Federal Funds Report)
- 1.8 % of will behington GDP (comparison of economic impact with Dept of Commerce 2012 State GDP data)



# Statewide Economic Impact

JBLM is the 2<sup>nd</sup> largest employer in will behington and by far the largest in Pierce and Thurston Counties.

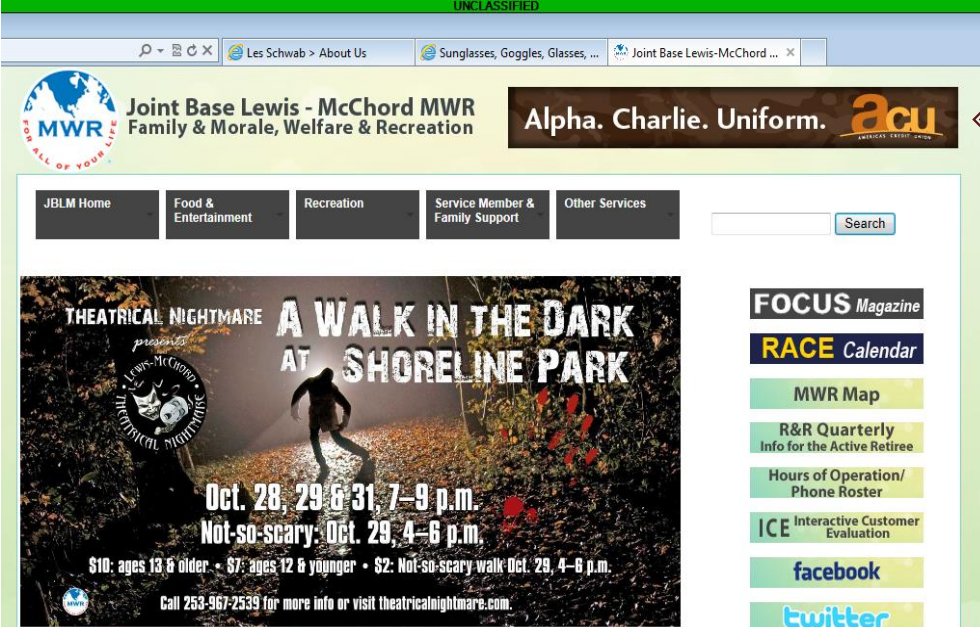


# Foot Traffic by Facility

	Annual Average	Monthly Average	Daily Average
McVeigh Gymnasium	273,415	22,785	749
Yakima Training Center:	32,562	2,714	89
Sheridan Gymnasium	47,240	3,937	129
McChord Fitness Center	60,981	5,082	167
Wilson Gymnasium	203,693	16,974	558
Soldiers Field House	164,027	13,669	449
Jensen Family Fitness Center	74,724	6,227	205
Nelson Recreation Center	39,895	3,325	109
Warrior Zone Recreation Center	116,227	9,686	318
Leisure Travel Services	6,075	506	17
Northwest Adventure Center	43,221	3,602	118
Russell Landing Marina	5,751	479	16
Cascade Community Center	34,288	2,857	94
Bistro at Russell Landing	19,704	1,642	54
Lewis Bowl Arena	85,831	7,153	235
Eagle's Pride Golf Course	49,937	4,161	137
Warrior Zone Battle Bean Coffee	94,630	7,886	259
AFC Arena Battle Bean Coffee	33,890	2,824	93
CYSS Central Registration	7,146	596	20
<b>TOTAL:</b>	<b>1,189,544</b>	<b>116,103</b>	<b>3,817</b>

# Website Advertising – Top banner

- ▶ [www.jblmmwr.com](http://www.jblmmwr.com)
- ▶ Average of 98,K unique visitors per month
- ▶ Rotating banner 468 x 60 which hyperlinks to sponsor's page
- ▶ Randomized, not looped, ensuring optimal visibility throughout the entire site



The screenshot shows a web browser window displaying the website for Joint Base Lewis - McChord MWR. The browser's address bar shows the URL "Joint Base Lewis-McChord ...". The website header includes the MWR logo and the text "Joint Base Lewis - McChord MWR Family & Morale, Welfare & Recreation". A navigation menu contains links for "JBLM Home", "Food & Entertainment", "Recreation", "Service Member & Family Support", and "Other Services". A search bar is located on the right side of the header. The main content area features a large banner advertisement for "THEATRICAL NIGHTMARE presents A WALK IN THE DARK AT SHORELINE PARK". The banner includes the dates "Oct. 28, 29 6-31, 7-9 p.m." and "Not-so-scary: Oct. 29, 4-6 p.m.", along with pricing information: "\$10: ages 13 & older • \$7: ages 12 & younger • \$2: Not-so-scary walk Oct. 29, 4-6 p.m." and a contact number "Call 253-967-2539 for more info or visit [theatricalnightmare.com](http://theatricalnightmare.com)". On the right side of the page, there is a sidebar with several links: "FOCUS Magazine", "RACE Calendar", "MWR Map", "R&R Quarterly Info for the Active Retiree", "Hours of Operation/ Phone Roster", "ICE Interactive Customer Evaluation", "facebook", and "twitter". A red arrow points to the right side of the banner advertisement.

# Website Advertising – Page Powered By

- ▶ Power the Warrior Zone, Nelson Recreation gaming centers pages!
- ▶ Combine a skyscraper and button, or a leader board and button for maximum impact.
- ▶ Advertisers own this space and may utilize interactive media such as flash or quicktime

The Skeet Range will be closed for renovation starting 15 August 2011. Closure is programmed for at least 30 days. Please contact the Northwest Adventure for information and questions at 253-967-6263.

**GET IN GEAR.**  
Downtown Olympia

Facility	Hours of Operation	Location & Phone
<b>NW Adventure Center</b>	NW Adventure Center: Mon. - Sun. 9 a.m. - 5:30 p.m.  Administration: Mon. - Sun. 7:30 a.m. - 4:30 p.m.	Bldg. 8050, NCO Beach Rd. JBLM Lewis North Info253-967-8282 or 253-967-7744 Director 253-967-7990 Manager 253-967-3377 Administration 253-967-7397
<b>Equipment Rental &amp; Sales</b>	Mon. - Sun. 9 a.m. - 5:30 p.m. <a href="#">Equipment Rental   Trailer &amp; Boat Rental</a>	Bldg. 8050, NCO Beach Rd. JBLM Lewis North 253-967-8282/7744
<b>Information, Programs &amp; Tours</b>	Mon. - Sun. 9 a.m. - 5:30 p.m.	Bldg. 8050, NCO Beach Rd. JBLM Lewis North Program Manager 253-967-6263
<b>Off-Road Vehicle Park</b>	Hours vary, please call for access	2 miles past the Skeet Range on 2nd Division Range Rd. JBLM Lewis North call 253-967-6263/7056 for access
<b>Ranges</b>	Rifle & Pistol Range: July - Oct. Fri. 10 a.m. - 4 p.m. Sat. & Sun. 10 a.m. - 4 p.m. Training Holiday ( Fri. only) 10 a.m. - 4 p.m.  Skeet & Trap Range: Wed., Thurs., Sat. & Sun. 10 a.m. - 3 p.m.	Rifle & Pistol Range (Range 15) Bldg. 0015 East Gate Rd. 253-967-9803 <a href="#">Map</a> <b>Skeet &amp; Trap Range</b> , Bldg 3969, 2nd Division Range Rd. JBLM Lewis Main 253-967-7056 <a href="#">Map</a> Shipping Address: Northwest Adventure Center, Bldg. 8050, NCO Beach Rd. JBLM, WA 98433

Content on this page requires a newer version of Adobe Flash Player.

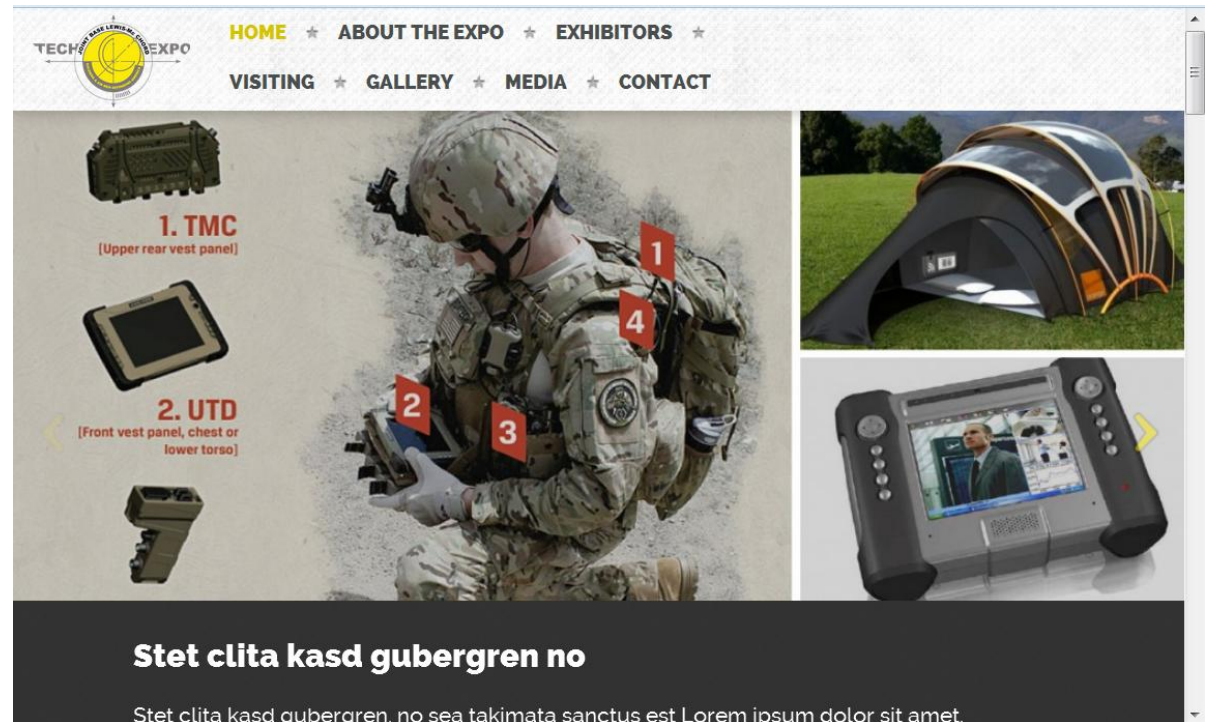
Click here for **\$5.00 OFF DAY PASS**  
some exclusions apply

**DO MORE**  
climbing  
exploring  
adventure

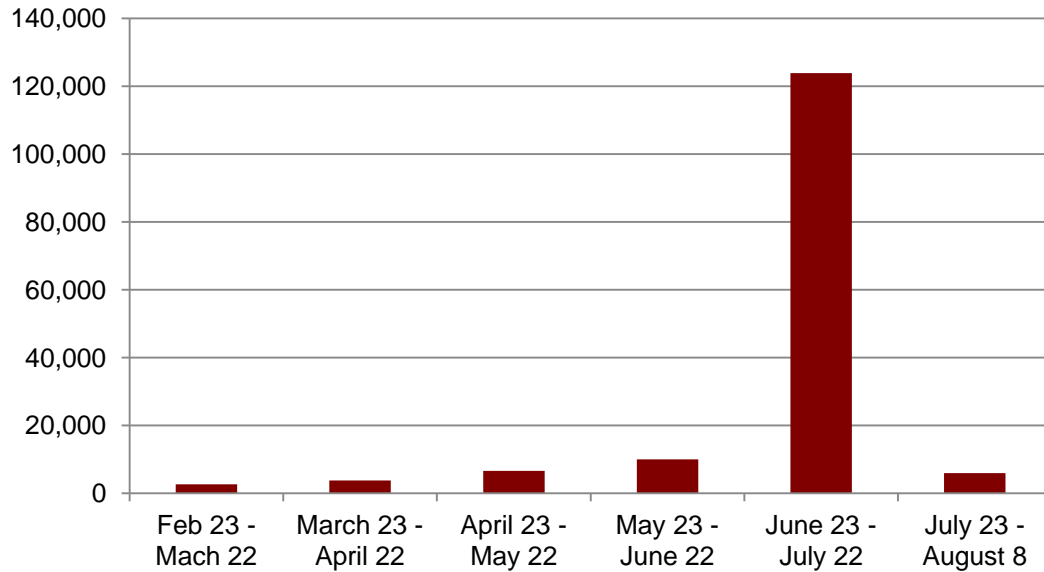
Edgeworks Climbing  
INDOOR ROCK CLIMBING

# Website Impressions:

- Not yet launched: preview:  
<http://198.1.90.112/~devmte/>
- Ability to tailor the sites look and feel to mirror sponsors branding elements



## Page views from other event websites:



Date:	Page Views:	Percentage:
Feb 23 -Mach 22	2,588	2%
March 23 - April 22	3,754	2%
April 23 - May 22	6,622	4%
May 23 - June 22	9,971	7%
June 23 - July 22	123,866	81%
July 23 - August 8	5,938	4%
<b>Total</b>	<b>152,739</b>	<b>100%</b>



# Bowling Alley Displays



- ▶ Bowl Arena Lanes on Main Post
- ▶ Advertisements are shown on 40 full color screens stretching down the newly installed synthetic glowing lanes when not in use.
- ▶ The bowling alley is a popular place during lunch!

# Focus Magazine



- ▶ This monthly magazine highlights MWR events and programs. Currently, 5,K magazines are distributed to more than 42 locations around JBLM including the Welcome Center, Madigan Hospital, Housing Office and Child and Youth Services. The other 5,K are delivered directly to on-base houses!
- ▶ The magazine is also e-mailed to more than 4,500 people and is available digitally on [www.jblmmwr.com](http://www.jblmmwr.com), where it gets 42,K+ views per month!

# Focus Magazine - 2 months

- ▶ 10K copies distributed throughout the JBLM community
- ▶ 5K delivered to base housing
- ▶ An average of 40K views/month on Issue Reader
- ▶ Available to view online at <http://jblmmwr.com/focus.html>




**SUCCESS, continued from page 27**

You may need to schedule a visit with your physician if you have any of the following indicators: You're a man older than 40 or a woman older than 50, you smoke, you're overweight or obese, you have a chronic health condition such as high blood pressure or high cholesterol, you've had a heart attack, you have a family history of heart-related problems before the

Description	Score	Needs Work	Fair	Fit	Excellent
Systolic Blood Pressure (mmHg)	128 127	100	100	100	100
Diastolic Blood Pressure (mmHg)	77 84	100	100	100	100
Hearing (near date) (dB)	48 96	100	100	100	100

This MicroFit client saw a great improvement in systolic and diastolic blood pressures — going from fair and needs work to fit and excellent. Call 253-966-3757 for your MicroFit assessment today!

**AMAZING FACTS, continued from page 27**

**Eyes:** When you see, your lens focuses an image of the object onto your retina, which is composed of three different cell layers — the photoreceptor layer, bipolar cell layer and ganglion cell layer. Your photoreceptive cells (cones and rods) send impulses to the brain to be interpreted. Your eye contains 7 million cones, 100 million rods and 2 million optic nerve fibers. Your eyelashes protect your eyes. If you were unable to blink, you would be blind.

**Ears:** Your ear not only transmits sound but also aids in balance and body positioning. The inner ear is comprised of three semicircular canals that control balance and the Organ of Corti for transferring auditory signals. These areas have millions of hair cells that are stimulated by fluid movement in the inner ear. The movement of these hair cells stimulates the vestibular and auditory portion of the eighth cranial nerve.

**Eating:** When we eat, we break down our food through chewing and

age of 55, you feel pain in your chest or become dizzy with exertion or you're unsure if you're in good health. If you currently take any medications, you may want to check with your physician to see if exercising will make it work differently or change its side effects, or if your medication will affect the way your body reacts to exercise.

See MicroFit results in action below and visit [JBLMmwr.com](http://JBLMmwr.com) for details.

digestive enzymes. Saliva starts the enzyme process. Water and minerals are reabsorbed back into the blood through the large intestines. Waste material is then eliminated.

**Touch:** Our sense of touch originates from millions of tiny nerve endings located in the bottom layer of your skin called the dermis. You have about 20 different types of nerve endings that relay sensations of hot, cold, pain, pressure and touch. You have the most nerve endings for pain. Each of your fingertips contains 100 touch receptors, and your body has 45 miles of nerve endings!

I hope you have enjoyed some of these fun facts about your amazing body. Get reconnected to yourself! Exercise, enjoy healthy food and make room for family and friends. For more help contact the Army Health Promotions and Wellness Center at 253-966-3757. We are here to help you be your best!

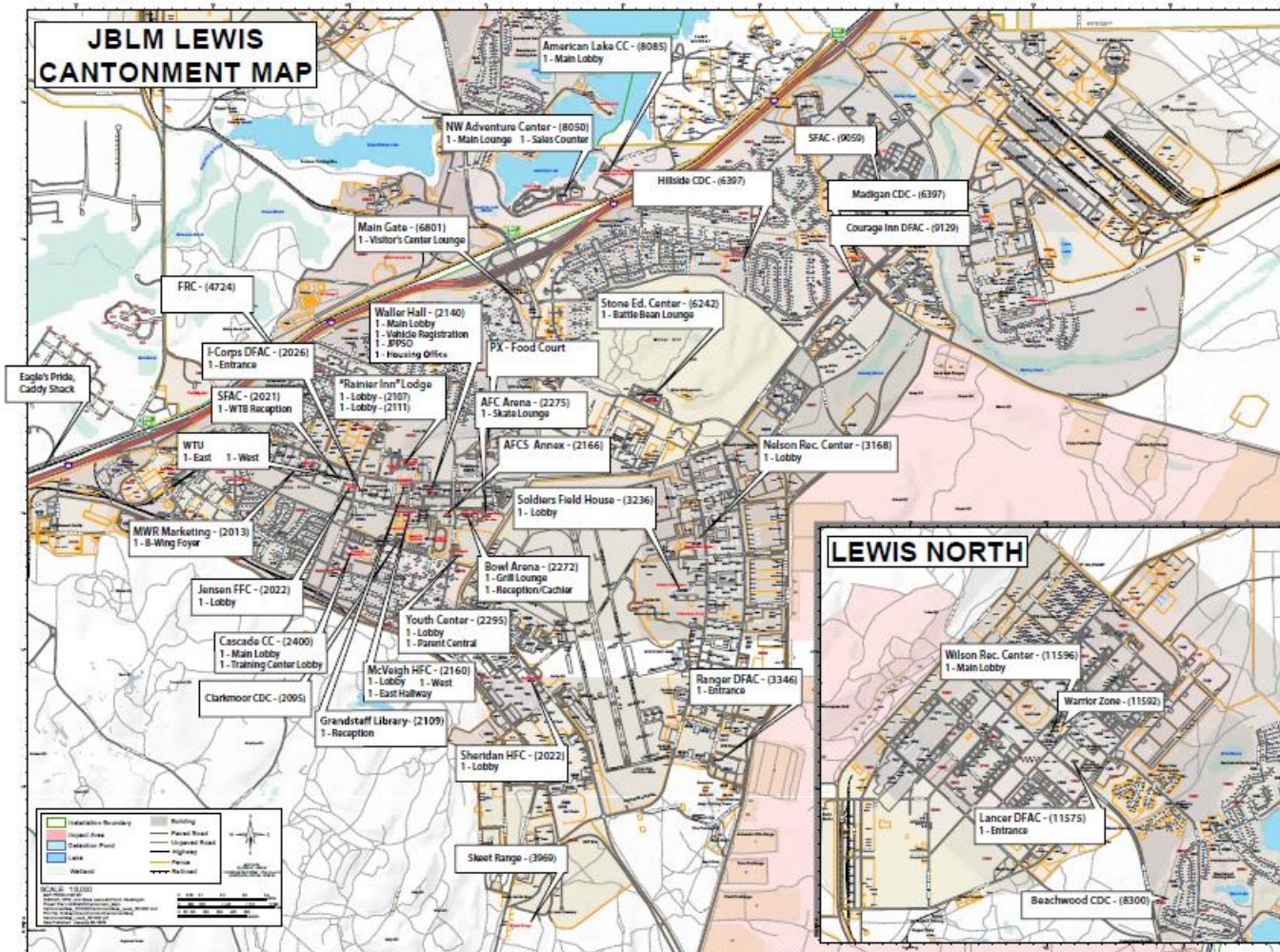
—Lynn Larson, RN BSN MA, Nurse Educator, MicroFit

# LCD Screen Advertising

- ▶ 7-second static or 30-second motion advertisement (no audio)
- ▶ Sixty-five (65) screens are available throughout JBLM including:
  - MWR headquarters
  - Visitor's Center
  - All community centers
  - Both bowling alleys
  - All 6 fitness centers
  - Lodging
  - Waller Hall Welcome Center
  - Dining Facilities
  - Many other pivotal locations!



# LCD Locations



# Electronic Reader Boards

- ▶ Eight (8) Electronic Reader Boards are located at the JBLM gates
- ▶ JBLM has between 126,K–152,K cars per weekday and 24,K cars per weekend day pass through the gates
- ▶ Options:
  - Two frames, full color, full image OR
  - 10 characters per line, 3 lines per frame, 2 frames per message

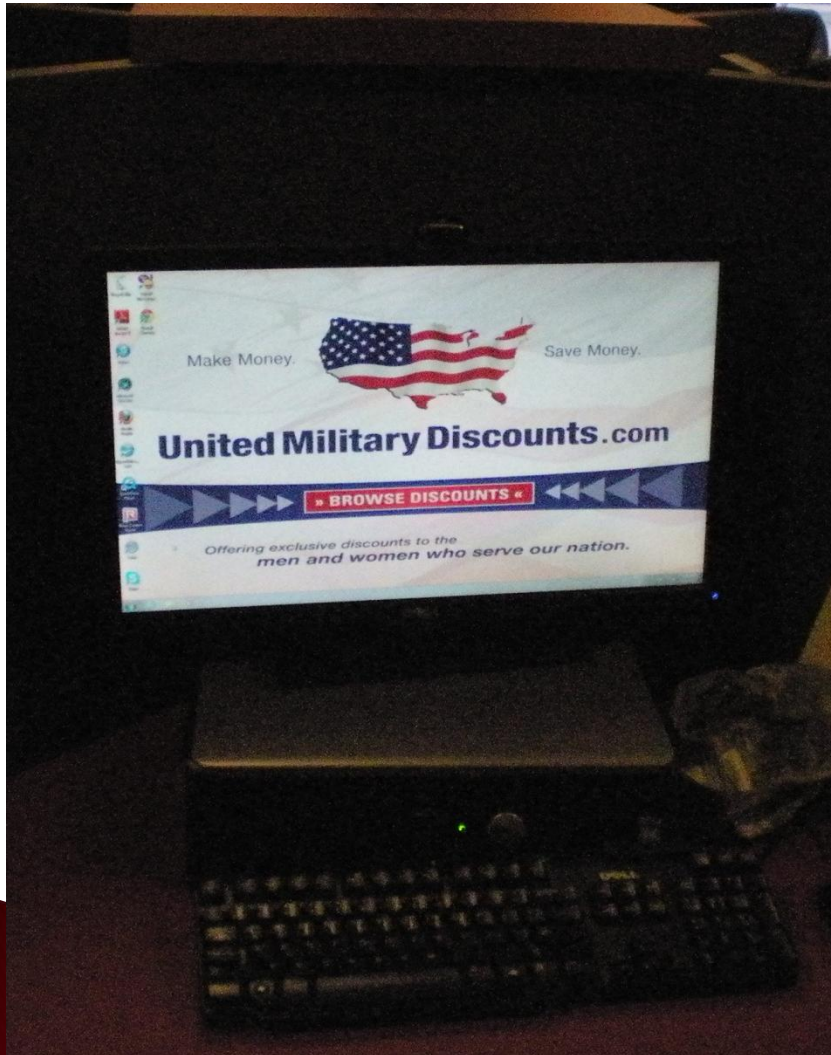


# Safety Video Advertising (Tablets)

- ▶ Prior to renting or riding an ATV or hunting, everyone on JBLM is mandated to view a safety video.
- ▶ On average, 5,800 of these safety videos are viewed per year.
- ▶ Sponsors have the opportunity to play a 30-second advertisement prior to the safety video as well as distribute point of purchase coupons at the sales counter.



# Wallpaper & Lock Screen ads

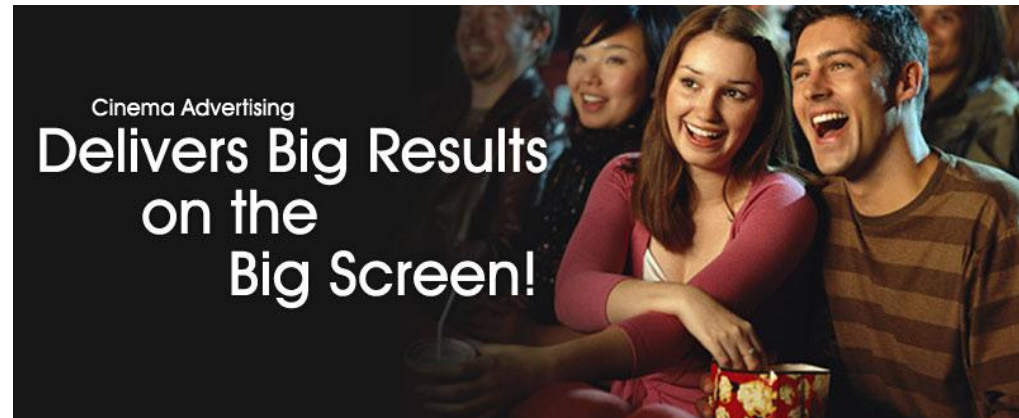


- ▶ See your advertisement on the Warrior Zone and Nelson Recreation Center computers!
- ▶ Between the two facilities, there are 114 browsing and Alienware gaming computers.
- ▶ Your advertisement can appear as a lock screen when computers are not in use or as a wallpaper background.



# Cinema Advertising

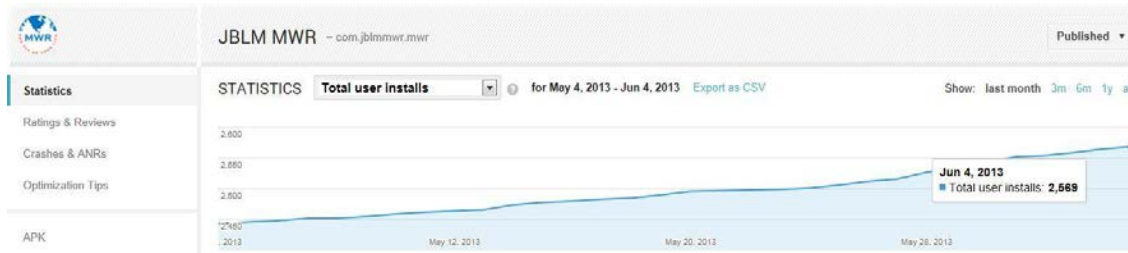
- ▶ Each Saturday, McChord Theatre shows just off circuit movies
- ▶ Sponsors can run 30-second motion advertisements with audio before the movies
- ▶ The theater shows eight (8) free movies on average per month.



# MWR App (iOS and Droid)



- ▶ The MWR App tells JBLM families what is available for them on JBLM
- ▶ To date, there are 4,769 downloads
- ▶ Cost per month: \$450.00



# Total Number of Spots

- Television spots to be played across all channels in Thurston, Pierce and King Counties
- Two weeks prior to event
- Total number of spots: 6,688
- See breakdown by county:

N. Snohomish	S. Snohomish	Whatcom	Skagit	N. Seattle	S. Seattle	Word	Blis	Best	Fake	Kitsap	Thurston	Tacoma	Pierce	Grays
395	423	405	385	402	414	387	474	496	494	474	478	506	479	476

# Pandora - mobile & traditional

**Publisher network name** Pandora - DFP  
**User** cmason2@pandora.com  
**Date range** Two weeks TBD

Order	Line item	Name Comments	Ad server impressions	Contracted impressions	Ad server clicks	Ad server CTR
DoD Army MWR-EX15	PC1788728_Mobile Audio :30 with Standard Banner 300x250	TBD - Audio	279,979	266,600	--	--
		TBD - Tile	279,979	266,600	3,661	1.31%
		TBD - Banner	279,979	266,600		
	PC1788732_Web Audio :30 with Standard Banner 300x600	TBD - Audio	70,008	66,666	--	--
		TBD - Tile	70,008	66,666	95	0.14%
		TBD - Banner	70,008	66,666		
<b>Total</b>			<b>1,049,961</b>	<b>999,798</b>	<b>3,756</b>	



# Radio Coverage on:

- Seventy-nine pre-produced spots aired 2 weeks  
Promotional Value: \$19,750
- Inclusion in email blast to JACK database  
Promotional Value: \$2,500
- Inclusion on jackseattle.com events page for 2 weeks  
Promotional Value: \$2,K
- On-site: The JACK team will be set up onsite with a tent and JACK vehicle for the two-day event.
- TOTAL PROMOTIONAL VALUE: \$24,250

# Radio Coverage on:



- Sixty-six pre-produced spots will air 2 weeks  
Promotional Value: \$16,500
- EX15 listed on [www.kzok.com](http://www.kzok.com) with a link to [www.lewimcchordairexpo.com](http://www.lewimcchordairexpo.com) and mentioned on the KZOK blog
- EX15 included in an e-mail blast  
Promotional Value: \$2,500
- Inclusion on kzok.com events page for 2 weeks  
Promotional Value: \$2,K
- On-site: The KZOK team will be set up onsite with a tent and KZOK vehicle for the two-day event.
- TOTAL PROMOTIONAL VALUE: \$21,K

# Radio Coverage on:



- Sixty-six pre-produced spots will air for 2 weeks  
Promotional Value: \$16,500
- EX15 listed on [www.kmps.com](http://www.kmps.com) with a link to [www.lewimcchordairexpo.com](http://www.lewimcchordairexpo.com) and mentioned on the KMPS blog
- EX15 included in a KMPS email blast  
Promotional value: \$2,500
- Inclusion on [kmps.com](http://kmps.com) events page for 2 weeks  
Promotional Value: \$2,K
- On-site: The KMPS team will be set up onsite with a tent and KMPS vehicle for the two-day event.
- TOTAL PROMOTIONAL VALUE: \$21,K

# Radio Coverage on:



- Twenty-one 15 second pre-produced spots will air for 2 weeks Promotional Value: \$3,300
- Forty 30 second pre-produced spots will air for 2 weeks Promotional Value: \$8,K
- EX15 listed at [www.TheBrew1049.com](http://www.TheBrew1049.com) in the 'events' section  
Promotional Value: \$2,K
- EX15 included in an e-mail blast to listener base.  
Promotional Value: \$1,500
- TOTAL PROMOTIONAL VALUE: \$14,800



# Radio Coverage on:



- Twenty-one 15 second pre-produced spots will air for 2 weeks  
Promotional Value: \$3,300
- Thirty 10 second live spots will air for 2 weeks  
Promotional Value: \$7,500
- Event listed at [www.SportsRadioKJR.com](http://www.SportsRadioKJR.com) in the 'events' section  
Promotional Value: \$2,K
- EX15 included in an e-mail blast to listener base  
Promotional Value: \$1,500
- TOTAL PROMOTIONAL VALUE: \$14,300

# Radio Coverage on:



- Twenty-one 15 second spots will air for 2 weeks  
Promotional Value: \$3k
- Twenty 10 second live spots will air for 2 weeks  
Promotional Value: \$5K
- EX15 listed at [www.KISSFMSEATTLE.com](http://www.KISSFMSEATTLE.com) in the 'events' section and included in an email blast to listener database of 37K+  
Promotional Value: \$4K
- 106.1 KISS FM conducted on-air ticket giveaways for the CenturyLink hospitality chalet  
Promotional Value: \$9K
- TOTAL PROMOTIONAL VALUE: \$21k

# Radio Coverage on:



- Twenty-one 15 second pre-produced spots will air for 2 weeks  
Promotional Value: \$3k
- Twenty 10 second live spots will air for 2 weeks  
Promotional Value: \$5K
- EX15 listed at [www.KUBE93.com](http://www.KUBE93.com) in the 'events' section and included in an email blast to listener database of 32K+  
Promotional Value: \$4K
- KUBE 93 FM conducted on-air ticket giveaways for the CenturyLink hospitality chalet  
Promotional Value: \$9K
- **TOTAL PROMOTIONAL VALUE: \$21K**

# Radio Coverage on:

- Twenty-five 20 second pre-produced spots will air for 2 weeks. Promotional Value: \$7K
- Ten live promotional spots will air for 2 weeks  
Promotional Value: \$3K
- EX15 listed at [www.seattlewolf.com](http://www.seattlewolf.com) for one week prior  
Promotional Value: \$1K
- TOTAL PROMOTIONAL VALUE: \$11K

# EX15 poster

- 20K EX15 posters to be printed and distributed throughout the South Sound
- Distribution mechanisms include:
  - Media Partners
  - Newspaper inserts
  - Chambers of Commerce
  - Civic Organizations (AUSA, AFA, Rotary, USO, FRGs.)
  - Distributors

# Banner Exposure:

- ▶ Three (3) 4' x 20' fence banner will be rotated between Gray Army Airfield and various JBLM gates for 2 months with visibility to 152K cars per weekday & 24K per weekend day
- ▶ Title sponsor banners to be displayed at the entry controlled points of the EX15 with Interstate 5 frontage



\*\*\* JOINT BASE LEWIS-McCHORD \*\*\*

# AIR EXPO

July 21-22, 8 am – 5 pm McChord Field

Featuring: U.S. Air Force Thunderbirds, U.S. Army Golden Knights, Patriots Jet Team, 40+ Static Displays, 18 Performers, Helicopter Demo, and more!

Free Admission & Parking  
Open to the Public

U.S. AIR FORCE

U.S. ARMY

AIR EXPO 2012

ONE TEAM...DEFENDING FREEDOM

LES SCHWAB

ARMED FORCES

CenturyLink

lewismcchordairexpo.com

No federal endorsement of sponsors implied.

The banner features a blue background with several fighter jets flying in formation, leaving white smoke trails. On the left, there is a circular logo for 'AIR EXPO 2012' with an American flag and the text 'ONE TEAM...DEFENDING FREEDOM'. At the top center, it says '\*\*\* JOINT BASE LEWIS-McCHORD \*\*\*' and 'AIR EXPO' in large white letters. Below that, the dates and time 'July 21-22, 8 am – 5 pm McChord Field' are listed. A list of featured acts follows: 'Featuring: U.S. Air Force Thunderbirds, U.S. Army Golden Knights, Patriots Jet Team, 40+ Static Displays, 18 Performers, Helicopter Demo, and more!'. On the right side, it says 'Free Admission & Parking Open to the Public'. At the bottom, there are logos for 'LES SCHWAB', 'ARMED FORCES', and 'CenturyLink', along with the website 'lewismcchordairexpo.com' and a small disclaimer: 'No federal endorsement of sponsors implied.' There are also small icons for 'U.S. AIR FORCE' and 'U.S. ARMY'.