



United States Army Garrison, Japan  
Family and Morale, Welfare &  
Recreation

# ADVERTISING RATE SHEET

Camp Zama Family & MWR  
Marketing Branch *FY22 Update, v8*

WEB & SOCIAL MEDIA  
MWR CHANNEL  
BANNER STANDS  
FACILITY SIGNAGE  
BUGLE MAGAZINE  
MWR TOUR VEHICLES  
DIGITAL SIGNAGE  
OUTDOOR DISPLAYS  
SPORTS BANNERS  
VEHICLE WRAPS  
CHARGING STATIONS  
NEWCOMER'S BRIEF



## Advertising Opportunities

*USAG Japan, Family and Morale, Welfare and Recreation (FMWR) facilities, offers your company several opportunities to reach more than 25,000 customers on a monthly basis.*

*Our FMWR facilities in Camp Zama, Sagamihara Family Housing Area, Sagami General Depot in the Kanagawa region and further out, in areas such as Kure Harbor and Yokohama North Dock, offer a variety of services, programs, and facilities frequented by Soldiers, Family Members, DOD Civilians, Retirees, JGSDf and Local Japanese National Employees.*

*Our FMWR Team has a number of options for you to choose from, whether print, digital, or social media; your company has access to several marketing mediums to get your message across to our community.*





FAMILY



MORALE



WELFARE



RECREATION



# Why Advertise With Us?

*Our MWR organization oversees more than 54 programs located within United States Army Garrison Japan and United States Army Japan. We offer programs and services that impact Soldier Families, Morale, Welfare and Recreation, for both U.S. or Japanese National who live and work within our installations.*

*We provide potential advertisers with more than 30 different opportunities to reach more than 75,000 people on an annual basis! We offer affordable, effective and customizable advertising mediums unique to a U.S. military installation, enabling you to reach your target demographic within our U.S. and Japanese military members and local nationals.*

*We have the graphic talent, the advertising mediums, and the production capability to meet your company's advertising goals.*

**Together, we can help your Company tap into Camp Zama's numerous marketing and advertising opportunities!**





# Advertisement & Sponsorship Locations



- A** - Digital Signage - Marquee / MWR TV
- B** - MWR Publication – Bugle Magazine
- C** - MWR Website
- D** - Social Media - Facebook / Instagram
- E** - ACS Newcomer’s Brief
- F** - ODR Tour Buses - Brochures/Signs
- G** - Charging Stations - Clubs & Lodge
- H** - Lodging Key Cards – Army Lodging
- I** - Yano Fitness Center – Indoor
- J** - Yano Softball Field
- K** - Yano Fitness Center – Outdoor
- L** - Community Recreation Center
- M** - Zama Army Lodging - Bicycle Stand
- N** - Zama Army Lodging - Bus Stop
- O** - SHA Outdoor Pool
- P** - Camp Zama Community Club
- Q** - SHA Club / AAFES Theater
- R** - Zama Army Lodging – Indoor
- S** - ODR Airport Shuttle - Bus Wraps

# A. Digital Signage – MWR Marquee & TV

## *Indoor and Outdoor Signage*

*Outside Camp Zama PX / Inside 350+ Homes in Camp Zama & SFHA*



USAG Japan, Family & MWR Marketing operates a 9 feet by 15 feet, double-sided electronic marquee at a high-traffic location in Camp Zama. This large digital signage showcases all our FMWR programs and services within a 30-45 day period and can be customized to accommodate our advertiser's needs. We also offer a combo-advertising package through our MWR TV, featuring indoor digital signage in all our Camp Zama FMWR facilities. In 2019, Camp Zama MWR facilities hosted an average of 48,273 monthly visitors or 579,276 annual customers---we offer you impressive reach through our MWR digital signage!

- Vendor will provide signage design and NAFI will modify as needed to fit each signage location.
- \$125 monthly payment for MWR Marquee, \$150 monthly for MWR TV will be made on 15<sup>th</sup> day of each month prior to signage posting
- Combo Digital Package (Marquee + MWR TV) = \$175 per month, 1-Year Contract: \$1,890 (10% discount applied for 1-year payment)
- 1-Year: Marquee Only (\$1,350) / MWR TV Only (\$1,080)

# B. MWR Publication – Bugle Magazine

*Distributed to 24+ Facilities in Zama, SFHA, Sagami Depot, and more  
2,500 Free Magazine for both U.S. & Japanese Readers*

**Camp Zama Community Club**  
15 Sept. 2017

0830-Doors Open  
0900-1045- Retiree Appreciation Day  
1045-1200- Community Resilience Seminar  
1200-1400- Passport to Life Community Resilience Fair

**GUEST SPEAKERS**

**Maria Bentinck**, Deputy Director, Army Retirement Soldier for Life Office

**Hilary Valdez**, Author, Former Marine, Master Resiliency Trainer

**FREE EVENT**

For more information DSN 263-8659

**Resilient Living Day**

Open to total community

Receive ALL mandatory annual suicide and substance abuse training credit for FY17

Connect with community and build a support network

Interact with over 30 resiliency resource booths

Wear blue and yellow to support Suicide Prevention Month

**Full Page**

**Happy Hour**  
All You Can Eat & Soft Drink • Yokinku Buffet Restaurant  
**GREAT 1/2 Page**

5:00-8:30 PM • Thursday & Friday  
9, 10, 11, 12, 24, 25 & 31 August 2017

• Celebrations are held in honor of the 70th Anniversary of the Pacific War. The event is a special occasion for all who served in the Pacific during World War II.

\*Aisle: Adult: \$2,200 → \$2,800  
\*Aisle: Child: \$1,200 → \$1,800

**0467-33-590** 2182 Pukapuka, Apes  
www.bcfcc.com/great-appeal/english

**Pualani**  
Relax & Rejuvenate  
Full service salon  
salon.pualani@comcast.net  
By Appointment & Females Only

August 2017 Promotion

For First Time Customers:  
• Certification Machine for Weight Loss (45 min) \$4,600  
• Eyelash Extensions (150) \$4,500  
• Eyelash Therm \$5,500  
• Body Massage (except Hot Stones) (90 min) \$1,500 (OT)

4-21-3 Yokosuka, Chuo, Sagami  
8244-831-009  
OPEN 10:00-20:00  
©(Inn): (Yokosuka)  
salon.pualani@comcast.net  
www.salon-pualani.com/en

**1/4 Page**

**FALL SESSIONS START:**  
21 AUG | SEP 11 | 2 OCT | 23 OCT

Visit your local UMUC office on base or  
[www.asia.umuc.edu/bugle](http://www.asia.umuc.edu/bugle) to sign up for  
a no-cost webinar.

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University College  
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**ZAMA COMMUNITY**  
**BUGLE**  
JULY 2017

**ZAMA COMMUNITY**  
**BUGLE**  
AUGUST 2017

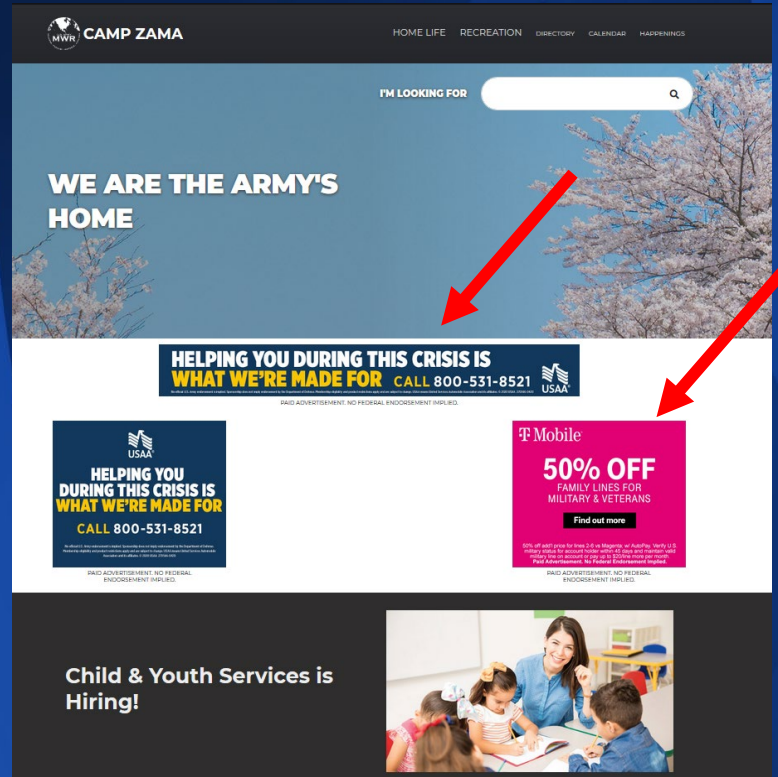
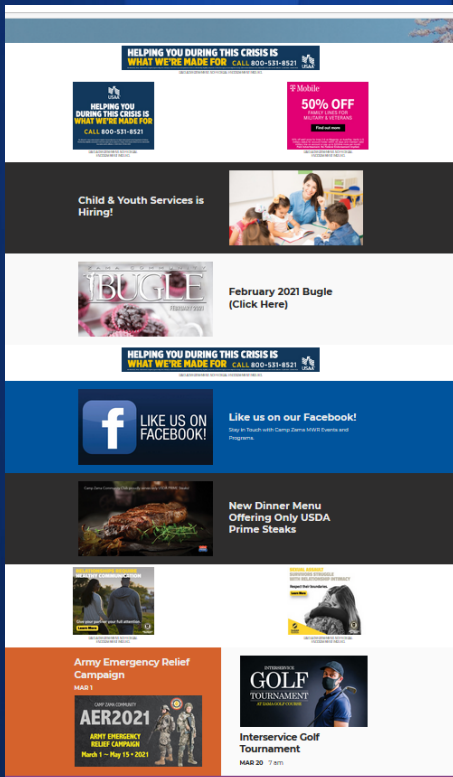
Interested in reaching over 2,500 new customers in our Camp Zama community? Soldiers, Department of Defense (DoD) civilians, contractors, retirees, Japanese personnel and JGSDF Soldiers assigned to United States Army Garrison Japan, Camp Zama are all potential customers who would like to hear about your company's products and services.

Reach out to our U.S. and Japanese military community through the USAG Japan **Bugle**, a monthly magazine publication with digital copies distributed via website and social media, accessible to Camp Zama community members and incoming military personnel from all over the world!

- Full Page: \$525 Month / Half-Page: \$265 Month / Quarter-Page: \$165 Month
- Premium Page Advertisement: \$750 Back Page / \$650 Inside Back
- Vendor will provide advertisement and NAFI will modify as needed to fit on designated ad space, advertisement may be changed four times during a 1-year contract period. (10% discount for 1-year payment)
- Payment will be made on the 15<sup>th</sup> day of each month prior to advertisement
- 1 Year Cost: Full Page (\$5,670), Half Page (\$2,862), Quarter Page (\$1,782)

# C. MWR Website

<https://www.zama.armymwr.com>



Our zama.armymwr.com website provides information on more than 54 MWR programs and services for the community. Customers access our webpage for operation hours, contact numbers, program description, reservation, events dates/times, and more! Needless to say, our website is a valuable MWR resource for current, new or incoming Soldiers, Family Members, Retirees, Contractors, DOD Civilians, and Local Nationals. Your web banner provides a site link to your website, accessible to Camp Zama MWR Web visitors who averaged 19,792 views per month or approximately 237,504 MWR Web page views in a year!

## Home Page Banners for MWR Website

### *Banner Advertisement*

30 Days: \$100 / 6 Months: \$540 / 1 Year: \$960

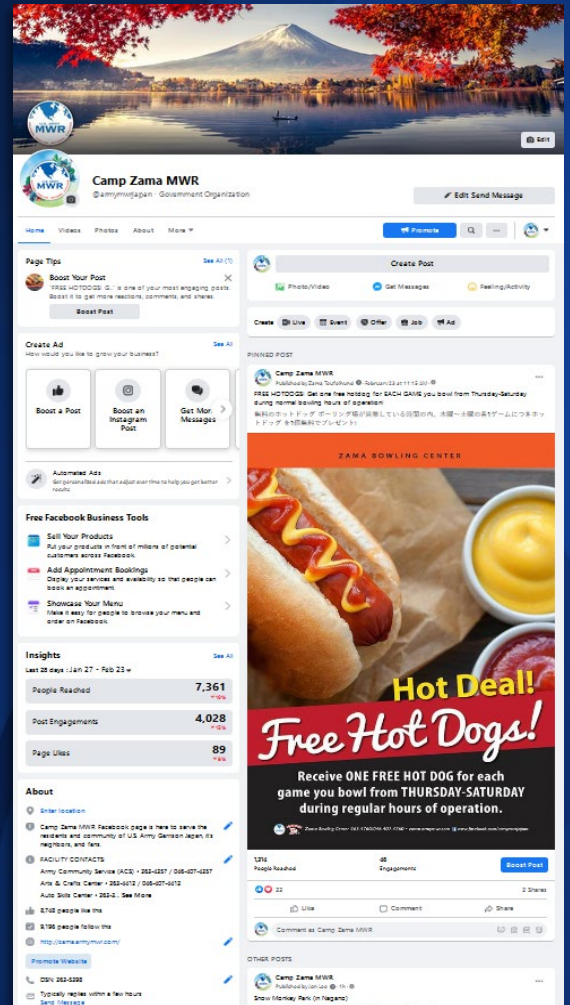
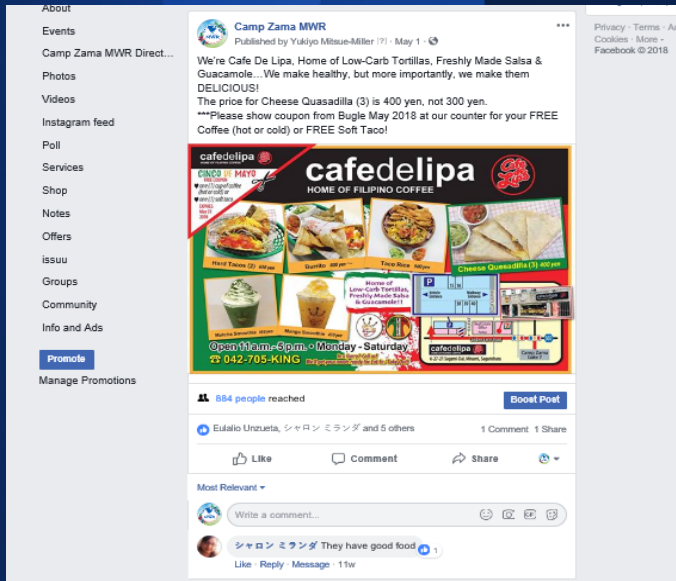
### *Rectangular Advertisement*

30 Days: \$90 / 6 Months: \$480 / 1 Year: \$840

# D. MWR Social Media

MWR Facebook: *Camp Zama MWR*

MWR Instagram: *armymwrjapan*



**9,190+ Facebook Followers & Growing!**

**Coming Soon: Line, Twitter, Snapchat**

According to the Pew Research Center, most social media users log into their accounts at least once per day, with most checking their social media accounts multiple times a day. Use our social media platform to increase your company's brand awareness by connecting with more than 6,500 MWR customers. Our Facebook page averages, 17,595 post engagements on a monthly basis; and roughly 13,569 post reach making this social media option one of the best ways to reach our U.S. & Japanese community. Our social media footprint is growing, our followers are increasing, and we're introducing new social media platforms in the future!

- \$100 per Advertisement, 30-Day Post on Camp Zama MWR Facebook

**Monthly Combo (30-Day Period):**

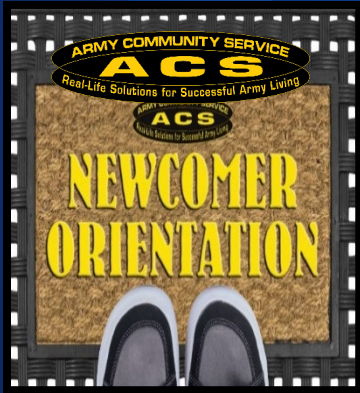
MWR Facebook + MWR Marquee + MWR TV + MWR Instagram = \$300



# E. Indoor Facility – ACS Newcomer's Brief

*Camp Zama Community Club, BLDG 457*

*Main Ballroom / Firelite Lounge*



Camp Zama Army Community Service coordinates a bi-monthly Newcomer's Orientation for newly-arrived US Soldiers, Families, DoD Civilians and Contractors. This is a great opportunity for your company to meet newcomers during the free luncheon in which sponsors are provided a table from which they may showcase their company products, services or to distribute information brochures to incoming personnel.

- Vendor will operate an assigned table, decorated professionally in a visually attractive manner
- \$200 payment required on 15th day of each month prior to the next Newcomer's Brief (10% discount applied for 1-year payment)
- Monthly \$200, 1-Year Contract: \$2,400

# F. Outdoor Recreation – Bus Transport

*Airport Shuttle – 7 Days a Week, 2x a Day Transport*

*MWR Tour Buses – Multiple Tours Saturdays, Sundays & Holidays*



***Airport Shuttle: 550-600  
Passengers per Month***

***FMWR Tours: 200-230  
Tour Passengers per Month***



Family & MWR provides airport shuttle service everyday, and local tours/trip opportunities during the weekends and holidays. During these long tours, we can provide a very visible sign inside the bus, or your preferred brochure for distribution to our passengers. We offer this ad space on all our ODR Tour and Airport Shuttle Buses during a 12 month period.

- Vendor will provide brochure design and NAFI will modify as needed to fit space indicated (brochures to be provided by vendor, FMWR may assist with brochure design if needed)
- \$250 payment will be made on the 15th day of each month prior to signage posting (10% discount for 1-year payment)
- Monthly: \$250 (Tour Bus Only) / \$400 (Tour Bus + Airport Shuttle), One Year Contract: \$2,700 (Tour Bus) / \$4,320 (Tour Bus + Airport Shuttle)

# G. Charging Stations – MWR Clubs

*Family & MWR Dining and Lodging Facilities*

*Provide a simple and convenient service for customers!*



*Provide a service your customers will appreciate: **Charge Their Cellphones** while they're waiting or enjoying their food!*

Ever thought it would be awesome if you could charge your phone while you're eating lunch or dinner at a restaurant? We provide your customers / potential customers this service while highlighting your company logo and information in 6 restaurant/lodging locations in Camp Zama, SHA, Hardy Barracks and Sagami Depot.

- Per Charging Kiosk: \$15 (circled in red) / \$25 (includes area circled in blue)
- Vendor will provide Verbiage & Logo, (available in gold background and black letter stencil) and NAFI will modify as needed to fit on designated ad space
- Due to costs involved in production, contract available for a minimum of 10 charging kiosks per month during 6-month increments
- 5% Discount applied for 6-month payment

# H. Lodging Key Cards – Zama Army Lodging

**Zama Army Lodging accommodated 4,842 guests in FY18!**





**AKA LODGING**

カードキーをカード  
かざしてください。

Place keycard in front of the  
lock

TDSN 263-3830 • Hotel Phone 111-1111

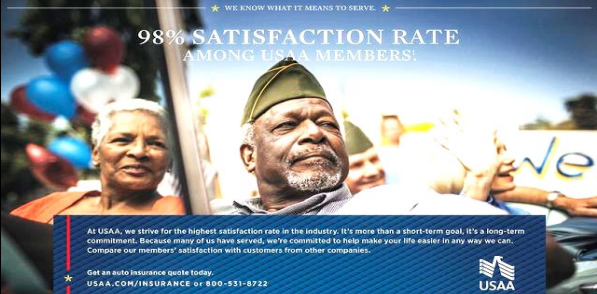
チェックアウトの際は、フロントへカードキーをご返却ください。  
Please return keycard to the front desk upon check out

coming soon!

Front

★ WE KNOW WHAT IT MEANS TO SERVE. ★

**98% SATISFACTION RATE**  
AMONG USAA MEMBERS!



At USAA, we strive for the highest satisfaction rate in the industry. It's more than a short-term goal, it's a long-term commitment. Because many of us have served, we're committed to help make your life easier in any way we can. Compare our members' satisfaction with customers from other companies.

Get an auto insurance quote today.  
USAA.COM/INSURANCE or 800-531-8722

Back

Camp Zama Army Lodging provides temporary quarters for newly arrived Soldiers, Families, & DoD Civilians who stay anywhere from 10-60 days prior to their being assigned to permanent housing. The Zama Lodge also accommodates contractors, retirees and U.S. visitors from nearby U.S. military installations who train with or visit Zama personnel. And finally, the same Soldiers, Families, DoD Civilians and Contractors are accommodated at the Zama Lodge one final time as they vacate their Army housing or barracks prior to their return to CONUS or next OCONUS duty station. The U.S. military is a constantly moving organization, we offer your company a great opportunity to capture military members as they arrive and depart Camp Zama!

- For 12-month advertising on Camp Zama Lodge Key Cards
- Customized Magnetic Key Card with your Company Logo and Information
- Vendor will provide card design, NAFI will modify to fit on designated ad space
- Includes 12-month advertising on MWR Marquee
- Includes 12-month advertising on MWR Channel
- 1 Year Cost: \$10,000 for Magnetic Key Card Package

# I. Indoor Facility - Yano Fitness Center

*Yano Fitness Center, BLDG 205*

*Indoor Basketball, Entertainment Shows, Community Gathering Area*



**300-350  
Customers  
Per Day!**

The Yano Fitness Center (YFC) routinely draws approximately 300-350 Soldiers, DOD Civilians, JGSDf & Japanese personnel, PER DAY who utilize gym facilities or participate in MWR fitness programs throughout the year. The YFC also hosts entertainment events, tournaments, and fitness classes throughout the year. We have multiple locations for your company to advertise in this facility, and can discuss a variety of options or proposals. Currently, we offer 16 spaces in our basketball court for banners sized 4 x 15' in length.

- Design will be printed on durable, professional quality material and posted for a 1-year period
- \$600 (2 banners) payment will be made on the 15<sup>th</sup> day of each month prior to signage posting. (10% discount for 1-year payment)
- Monthly: \$600, 1-Year Contract: \$6,480 / 10% Discount

# J. Outdoor Facility - Yano Field

*Yano Football/Softball/Soccer/Baseball Field*  
*Fence Line, Adjacent to Yano Fitness Center*



***Multi-Sport  
Outdoor Venue  
in Camp Zama!***

The FMWR Yano Field attracts community members who watch both young and adult U.S. & Japanese Nationals as they compete against each other in the sport of football, softball, soccer, and baseball on a quarterly basis. During Bon Odori, this area is crowded by festival goers, composed of either foreign or local visitors. We have 4 spaces available for your company to advertise your community message on a 2.6x15' sized banner.

- Vendor will provide signage design and NAFI will modify as needed to fit each fence line location
- Design will be printed on durable all-weather material, and posted for a 1-year period
- \$200 payment (per location) will be made on 15<sup>th</sup> day of each month prior to posting. (10% discount for 1-year payment)
- Monthly: \$200, 1-Year Contract: \$2,160 / 10% Discount

# K. Outdoor Facility - Yano Fitness Center

*Yano Fitness Center, BLDG 205*

*Side Wall of Facility, facing JED Building*



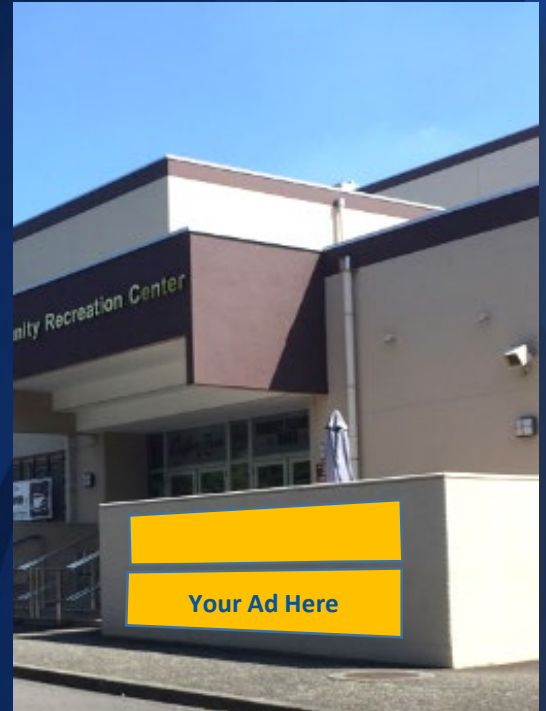
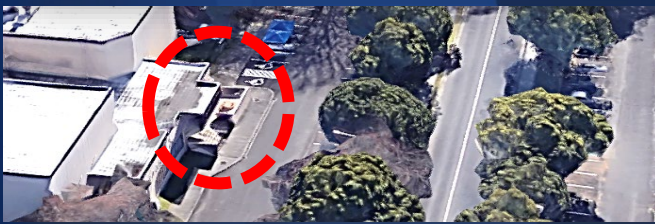
Camp Zama has a great number of fitness enthusiasts both U.S. & Japanese military, or civilian. The Yano Fitness Center hosts approximately 10,000 monthly visitors to their gym, pool, basketball courts and as participants of fitness programs throughout the year. We can create signage for your company to be posted on the west side of the Yano Fitness Center, facing the JED building. Signage will be made of all-weather material, 3x20' in length.

- Vendor will provide design, NAFI will modify to fit designated wall space on BLDG 205
- Design will be printed on all-weather material, with vendor approval, posted for 1-year period
- \$200 payment (per panel) will be made on the 15<sup>th</sup> day of each month prior to signage posting. (10% discount for 1-year payment)
- Monthly: \$200, 1-Year Contract: \$2,160 / 10% Discount

# L. Outdoor Facility – Camp Zama CRC

*Camp Zama Community Recreation Center (CRC), BLDG 267*

*Front of CRC Facility, Adjacent to Main Road leading to Zama Main Gate*



***60,000+ Impressions per Month,  
from both U.S. & Japanese  
pedestrians, drivers and other visitors***

The roadway adjacent to Camp Zama CRC accommodates multiple daily traffic composed of local Japanese Employees, U.S. service members, DOD Civilians/Retirees, and various visitors and company/city officials that visit the base on a regular basis. This is a high-traffic area due to proximity to Camp Zama Main Gate, the only commercial entrance to the installation. Vendor will provide signage design and NAFI will modify as needed to fit banner space indicated

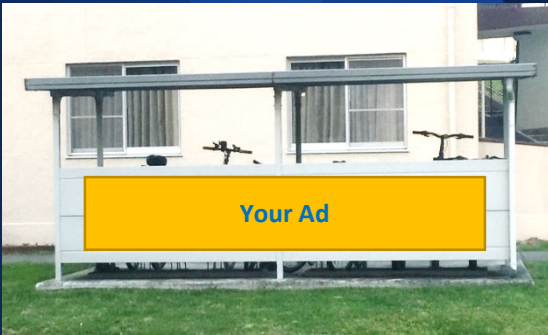
- Vendor will provide signage design and NAFI will modify as needed to fit 2.6x15' banner space indicated
- Design will be printed on all-weather material, with vendor approval and posted for a 1-year period
- \$125 payment will be made on the 15th day of each month prior to signage posting
- Monthly: \$125 (2.6 x 15' banner) 1-Year Contract: \$1,350 / 10% Discount



# M. Outdoor Facility Zama Lodge

Zama Lodging, Family Building, BLDG 780

Bicycle Shed



**Visible to Foot  
& Vehicle Traffic via  
Gate #4 / Gate #7**

We have several high-traffic areas throughout the installation that are very visible to both vehicle drivers and pedestrians. One example is the Zama Lodge area which is regularly passed by Camp Zama personnel on their way back to SHA via Gate #7. We can include your ad on a location outside Zama Lodging's Family Quarters, BLDG 780. Signage will consist of a 3x12' banner visible from the roadway leading from CZCC to Gate #4.

- Vendor will provide signage design and NAFI will modify as needed to fit banner space indicated
- Design will be printed on all-weather material, with vendor approval and posted for a 1-year period
- \$120 payment will be made on the 15th day of each month prior to signage posting
- Monthly: \$120 (3 x 12' banner) 1-Year Contract: \$1,320

# N. Outdoor Facility Zama Lodge

Zama Lodging, Main Office, BLDG 552

Bus Stop



## Temporary Housing For Newcomers

The Camp Zama Main Lodge hosts newcomers: Soldiers, military members and civilians who are temporarily housed at this facility prior to transferring to permanent housing/barracks. This makes Zama Lodge one of the most visible facilities within the installation. We can create custom signage to be affixed onto the lower half of the Zama Bus Stop located outside Zama Main Lodge, BLDG 552. This signage will be 3x5' in size, visible to drivers/commuters from the hill leading to the main building.

- Vendor will provide signage design and NAFI will modify as needed to fit banner space indicated
- Design will be printed on all-weather materials, with vendor approval and posted for a 1-year period
- \$100 monthly payment will be made on the 15th day of each month prior to signage posting. (10% discount for 1-year payment)
- Monthly: \$50 (per panel), 1-Year Contract: \$1,080

# O. Outdoor Facility – SHA Pool

*Sagamihara Family Housing Area  
Family & MWR Outdoor Pool*



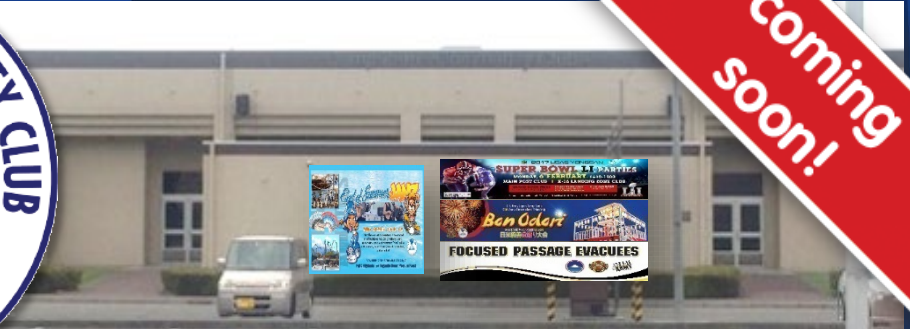
***Within 2-Minute Walk From Commissary,  
Library, Front Gate, SHA Club, Parent  
Central Office, SHA Gym, AAFES Theater***

Reach more than 400 community members per day who run, walk, bike, and drive past the SHA Outdoor Pool, more than 12,000+ impressions per month! Your advertisement banner specifically reaches U.S. Community members composed of Soldiers, families, DOD Civilians who live in Sagamihara Family Housing Area; at a very visible at a high-traffic location within 2-minutes walk from SHA Pool.

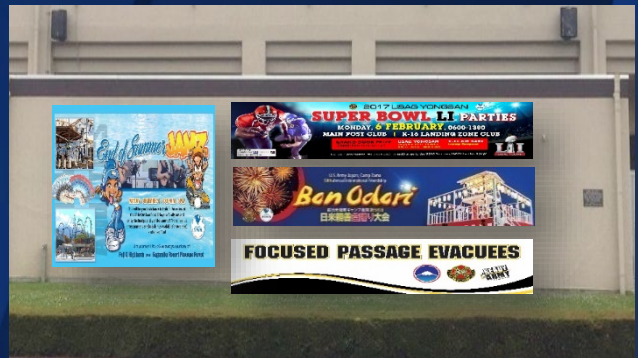
- Vendor will provide signage design and NAFI will modify as needed to fit 3x20' banner space indicated
- Design will be printed on all-weather material, with vendor approval and posted for a 1-year period
- \$150 payment will be made on the 15th day of each month prior to signage posting
- Monthly: \$150 (3 x 20' banner) 1-Year Contract: \$1,620 / 10% Discount

# P. Outdoor Facility – The CZCC

Camp Zama Community Club, BLDG 457  
Center Wall, Facing Main Street



**The Largest &  
Busiest Club in  
Camp Zama!**



The Camp Zama Community Club draws a large crowd of customers who attend official functions, get-togethers; or partake in the numerous brunch, lunch and dining options available throughout the year. You can have your sign in this designated space. Signage will consist of an all-weather banner, sized 3 x 18' (\$125 per month) or a center banner 9' x 9' (\$225 per month). Vendor will provide signage design and NAFI will modify as needed to fit both banner space

- Your custom design will be printed on all-weather material, and posted at this location for a 1-year period
- \$225 (9x9') or \$150 (3x18') payment will be made on the 15th day of each month prior to signage posting.
- Monthly: \$150/\$225, 1-Year Contract: \$1,800/\$2,700

# Q. Outdoor Facility – SHA Club / Theater

*SHA Club Area (next door to AAFES Theater), BLDG S-121-2*

*Wall Adjacent to AAFES Theater/SHA Club & SHA Library*



***12,000+ Impressions per Month, within walking distance to several key facilities/services within SHA!***

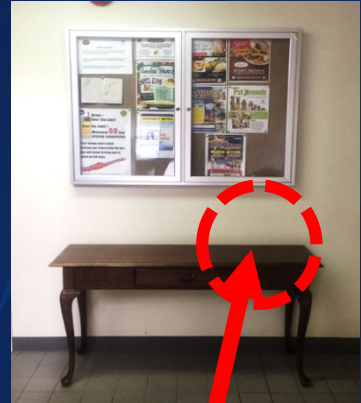
Advertise your banner at a high-traffic location reaching your #1 customer base: U.S. military personnel, family members, and DOD civilians who live in Sagamihara Family Housing Area. There is only one theater at SHA, so weekends are very popular with moviegoers, especially with hit movies; providing your company the opportunity to increase brand recognition at some of the largest community gatherings in SHA.

- Vendor will provide signage design and NAFI will modify as needed to fit 2.6 x 15' banner space indicated
- Design will be printed on all-weather material, with vendor approval and posted for a 1-year period
- \$125 payment will be made on the 15th day of each month prior to signage posting
- Monthly: \$125 (2.6 x 15' banner) 1-Year Contract: \$1,350 / 10% Discount

# R. Indoor Facility – Zama Army Lodging

Zama Lodging, Main Office, BLDG 552

Main Lobby Area



Zama Army Lodge provides temporary lodging for military members, DOD civilians and contractors before they transition to permanent housing. We can provide your company a prime space inside Zama Lodge, featuring an advertising stand from which you can highlight your company message on 2-3 poster boards, along with brochure space and a ledge to hold your information book of products/services.

- Available only in 1-year contract increments, with MWR Display content highlighting materials agreed upon by lodge manager.
- Additional space on BLDG 780, consisting of a decorated table purchased by vendor, with facility manager approval.
- Transaction for full payment of a 1-year contract will be completed 15 days prior to vendor signage posting.
- Monthly: \$500 (\$400/#552 - \$100/#780), 1-Year Contract: \$6,000

# S. Outdoor Recreation – Bus Wraps

*Anywhere from 30,000-70,000 impressions Per Day!*

*MWR Airport Shuttle: Camp Zama to Narita Airport, 2x a Day / 7 Days a Week*



**coming soon!**

***Our MWR Airport Shuttles travel to and from Narita International Airport daily!***

***Drivers, passengers, or pedestrians ---maximize your customer reach through our Targeted Vehicle Ads!***



Our Family & MWR Airport Shuttles may become your mobile billboard to advertise your company information or enhance your brand recognition. These shuttles drive through heavy traffic everyday, increasing your opportunities for engagement and brand awareness.

- Vendor will provide bus wrap design and NAFI will modify as needed to fit space indicated. Design will either be Half, or Full Wrap.
- Half Wrap: \$1,500 per month / Full Wrap: \$2,500 per month, per vehicle. (5% annual discount applies to your 2<sup>nd</sup> wrapped vehicle).
- Due to expenses involved in vehicle wrapping, bus wrap contracts are only available in 1-year increments.
- Full payment will be made 15 days prior to the commencement of the advertising contract. (10% discount for 1-year payment)

# Did We Miss Anything?

*If you have advertising ideas that were not covered in this package, please let us know, we would be glad to discuss this with you!*



**Advertise  
With Us!**

*For more information, contact:*

**Masato Kosuge**

Commercial Sponsorship Coordinator

046-407-3837 / DSN 263-3837

CELL 080-4096-2964

