

Navy MWR

Movie Theater Advertising



CONUS Theater Pricing

| MONTHLY ATTENDANCE | MONTHLY FEE 15 SEC ADVERTISEMENT STATIC OR VIDEO | MONTHLY FEE 30 SEC ADVERTISEMENT VIDEO ONLY |
|--------------------|---|--|
| <250 | \$250 | \$350 |
| 250-499 | \$350 | \$450 |
| 500-999 | \$450 | \$550 |
| 1,000-1,499 | \$550 | \$650 |
| 1,500-1,999 | \$650 | \$750 |
| 2,000-2,499 | \$750 | \$850 |
| >2,500 | \$850 | \$950 |



| Installation | Theater | Average Number of Shows | Average Monthly Attendance | 15 SEC Commercial Rate/Month (Ad will run 10-15 minutes prior to movie) | 30 SEC Commercial Rate/Month (Ad will run 10-15 minutes prior to movie) |
|--------------------------|--|-------------------------|----------------------------|--|--|
| NAVAL BASE KITSAP BANGOR | Cinema Plus | 16 | 547 | \$450 | \$550 |
| CORONADO NAS | Lowry Theater | 28 | 3,740 | \$850 | \$950 |
| DAHLGREN | Dahlgren Theater | 20 | 444 | \$350 | \$450 |
| EL CENTRO | Base Theater | 24 | 150 | \$250 | \$350 |
| FALLON NAS | Desert Moon | 29 | 311 | \$350 | \$450 |
| FORT WORTH | Movie Reel | 28 | 280 | \$350 | \$450 |
| GREAT LAKES NTC | Epicenter Auditorium | 42 | 593 | \$450 | \$550 |
| GULFPORT | SEABEE Cinema | 9 | 116 | \$250 | \$350 |
| KINGS BAY | The Box Office | 24 | 456 | \$350 | \$450 |
| LEMOORE | Hangar 61 | 16 | 545 | \$450 | \$550 |
| LITTLE CREEK NAB | The Gator Theater | 21 | 263 | \$350 | \$450 |
| NEW LONDON SUBASE | Dealey Center | 40 | 563 | \$450 | \$550 |
| OCEANA | The Aero Theater | 23 | 305 | \$350 | \$450 |
| PAX RIVER NAS | Center Stage | 5 | 392 | \$350 | \$450 |
| PEARL HARBOR SUBASE | Sharkey Theater | 15 | 1,007 | \$550 | \$650 |
| PENSACOLA NAS | Portside Cinema 1 | 28 | 615 | \$450 | \$550 |
| PENSACOLA NAS | Portside Cinema 2 | 25 | 430 | \$350 | \$450 |
| PT HUENEME CBC | Needham Theater | 19 | 1,432 | \$550 | \$650 |
| SAN DIEGO NAVSTA | Base Theater, CLOSED through April 2026 | | | | |
| WHIDBEY ISLAND NAS | Skywarrior Theater | 19 | 418 | \$350 | \$450 |
| | Total | 431 | 12,607 | \$7,850 | \$9,750 |

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| ATSUGI NAF | Theater 77 | 32 | 896 | \$450 | \$550 |
| BAHRAIN | Take 1 | 61 | 193 | \$250 | \$350 |
| BAHRAIN | Take 2 | 62 | 367 | \$350 | \$450 |
| BAHRAIN | ISA | 65 | 394 | \$350 | \$450 |
| CHINHAE | CFAC Cinema | 41 | 33 | \$250 | \$350 |
| DIEGO GARCIA | Castaway | 26 | 510 | \$450 | \$550 |
| GUAM | Big Screen Theater | 11 | 162 | \$250 | \$350 |
| GUANTANAMO BAY NAS | Downtown Lyceum | 33 | 1,336 | \$550 | \$650 |
| GUANTANAMO BAY NAS | Camp Bulkeley CLOSED | | | | |
| GUANTANAMO BAY NAS | Marine Hill Lyceum | 33 | 286 | \$350 | \$450 |
| NAPLES NSA | Reel Times 2 - Freedom | 42 | 1,166 | \$550 | \$650 |
| NAPLES NSA | Reel Times 2 - Victory | 36 | 573 | \$450 | \$550 |
| ROTA NAVAL STATION | Drive-in Theater, CLOSED | | | | |
| ROTA NAVAL STATION | Flix Theater I | 41 | 801 | \$450 | \$550 |
| ROTA NAVAL STATION | Flix Theater II | 38 | 686 | \$450 | \$550 |
| SASEBO COMFLEACT | Showboat Theater | 25 | 905 | \$450 | \$550 |
| SASEBO COMFLEACT | Village Theater | 9 | 207 | \$250 | \$350 |
| SIGONELLA NAS | Midtown Movies I | 39 | 640 | \$450 | \$550 |
| SIGONELLA NAS | Midtown Movies II | 32 | 362 | \$350 | \$450 |
| YOKOSUKA COMFLEACT | Benny Decker | 40 | 2,746 | \$850 | \$950 |
| YOKOSUKA COMFLEACT | Fleet Theater | 22 | 625 | \$450 | \$550 |
| | Total | 688 | 12,888 | \$7,950 | \$9,850 |