

# GETTING AROUND

## WWW.GETTINGAROUND.NET - FACT SHEET

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#### www.gettingaround.net - the website

An interactive Internet site that contains all the editorial available in the printed guides plus additional information.

#### EDITORIAL

Interactive maps of USAFE and USAREUR. Separate sections for AAFES, AFRC, SatoTravel, AFN, DeCA, DoDDS, APOs, Tricare, higher education, banks and credit unions, and other organizations. Also, a list of the most popular military links. Complete information on USAFE and USAREUR military communities with mileage charts, telephone listings, services and facilities.

#### READERSHIP

With the addition of a website to the program it is now possible to reach all military members around the world, 24 hours a day.

#### SPECIFICATIONS

Pictures should be in GIF or JPEG format at a resolution of 72 pixels per inch. Logos should be in GIF format with colors reduced to minimum at a resolution of 72 pixels per inch. Linking URL and email addresses to be supplied in full.

Banner ads:	234 x 60 pixels
Right side tower:	126 x 220 pixels*
Left side tower:	231 x 220 pixels*
Storefront Banners:	120 x 45 pixels
On-page ads:	500 x 120 pixels (maximum size)

All website materials can be sent via email. Contact your sales representative or the publisher for address details.

\* These are standard tower sizes. Taller tower ads are available. Rates and sizes upon request.

#### Rates (per year)

<b>Banner Ads</b>	All Pages € 1,250
<b>Storefront</b>	€ 1,000
<b>Tower ads</b>	Right and left sides € 1,450
<b>On-page ads</b>	€ 1,800 (may be purchased for 3 month increments)

**Discounts:** 10% discount to advertisers who place print advertisements in either Getting Around in USAFE, Getting Around in USAREUR or Getting Around the Gateway.

#### AD DESCRIPTIONS

**Banner ads:** Standard ad with a direct link to a website.

**Storefronts:** Storefronts are on the right hand side of the home page. Storefronts for specific categories also appear with different articles. Storefronts, when clicked on, open up a separate internal page on the website. They can include up to a 500 word company description and have a logo and link to a website along with other photos and graphics as well as a link to email. They do not link directly to a website. Storefronts are produced by us at no cost and can be updated throughout the year at no cost. Storefronts are a good place to put press releases, promotional information and other types of product information.direct linked ad.

**Tower ads:** Directly linked ads in a vertical format on the left and right hand sides of the website.

**On-page ads:** These are ads that are placed in the center section of specific articles.They can be of varying sizes and are linked directly to an outside website.