

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. Between 9,000 and 13,000 visitors per month log on to the website. The overwhelming majority of these visitors are from the US military.

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)

Banner Ads	All Pages US\$ 1,650
Storefront	US\$ 1,350
Tower ads	Right and left sides US\$ 1,800
On-page ads	US\$ 2,600 (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 the special Automotive Insights issue.

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.

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.