

GETTING AROUND

WWW.GETTINGAROUND.NET - VISITATION FACT SHEET

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. Includes a Navy Ports of Call guide. 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 14,000 and 19,000 visitors per month log on to the website. The overwhelming majority of these visitors are from the US Military.

Visitation

2011

January.....	19,510
February.....	18,530
March.....	21,533
April	
May	
June	
July	
August	
September	
October	
November	
December	

Total **59,564**
Average per month **19,855**

2010

January.....	15,405
February.....	13,844
March.....	15,930
April.....	15,220
May.....	15,987
June.....	16,424
July.....	17,585
August.....	18,587
September.....	19,328
October.....	19,315
November.....	18,872
December.....	17,594

Total **203,461**
Average per month **16,955**

Total visitation in 2009 - 144,081 **Average per month in 2009 - 12,007**

ADVERTISING POSSIBILITIES

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

Storefronts: Storefronts are on the right hand side of all pages. 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.