

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

2010

January.....	15,405
February.....	13,844
March.....	15,930
April.....	15,220
May.....	15,987
June	
July	
August	
September	
October	
November	
December	

Total **76,386**
Average per month **15,277**

2009

January.....	10,927
February.....	9,021
March.....	11,160
April.....	11,241
May.....	12,675
June.....	12,491
July.....	13,011
August.....	12,311
September.....	13,126
October.....	12,274
November.....	12,704
December.....	13,410

Total **144,081**
Average per month **12,007**

Total visitation in 2008 - 123,072 **Average per month in 2008 - 10,256**

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.