

GETTING AROUND

2012 DIGITAL PUBLICATIONS FACT SHEET

The delivery of important information to a widespread audience has undergone immense changes in the past twenty years.

Print publications and websites have been the dominant information and advertising platforms in the last few years. They are distinctly unique formats that offer a different reader experience. And, they continue to maintain their popularity.

But now there is a third platform that is gaining in popularity by the day – Digital Publications for computers and portable devices.

Whether attached to an already existing website or stand-alone downloads for various devices, a digital publication can combine the content and functionality of a website with the pleasing visual experience of a printed magazine.

In 2012 there will be five Getting Around digital publications.

ISSUES

Automotive Insights – the definitive driving guide for the US military in Europe

Getting Around the Gateway to Europe –comprehensive installations and services guide to the Kaiserslautern Military Community

Getting Around in USAREUR – a guide to US Army installations and services in Europe

Getting Around in USAFE - a guide to US Air Forces installations and services in Europe

Getting Around Ports of Call – for US Navy personnel under way and/or stationed outside of CONUS. A guide to the most popular Ports of Call and information on Navy installations and services in Europe the Middle East and the Pacific.

EDITORIAL

Content will include articles, lists, charts, interactive pages as well as hot links that can be used if a reader is connected to the Internet when reading the publications. A complete table of contents with jump links is included for easy reading and content browsing when off-line. The magazines will be continually updated with subscribers notified of each new update.

DISTRIBUTION

The digital magazines will be available as downloads in different formats on the www.gettingaround.net website as well as on various publishing sites. They will be viewable as

separate magazines on the www.gettingaround.net website.

Print brochures about the magazines will be sent to Army Community Service offices, Air Force Family Support Centers, Navy Fleet/Family Support Centers and other offices explaining the publications and how to access and download them. These will be included in the “welcome Packets” sent out by the organizations. Emails with links to the magazines will also be sent to the appropriate offices so they can be forwarded on to readers.

ADVERTISING RATES

Rates (per year, per issue)

Full Page € 600

Half Page € 360

Quarter Page € 180

Discounts: 5% - 10% discounts will be offered to advertisers who place advertisements in multiple formats of any combination of digital publications, print magazines or the Getting Around website.

ADVERTISING SPECIFICATIONS

Static ads

1 page bleed..... 148 mm wide x 210 mm deep

1/1 page..... 130mm wide x 192mm deep

1/2 page..... 130mm wide x 90mm deep

1/4 page 130 mm wide x 45mm deep

PDF, GIF or JPEG format at a resolution of 144 up to 300 dpi

Different features can be added to various ads. New technology allows for a variety of different static ads as well as animated ads. It is possible to have embedded videos, slide shows and various other interactive advertisements.

For more information on the different types of ads and how they can be produced and incorporated in the Electronic Magazines, please contact the publisher.

Other advertising possibilities include the possibility of sponsoring specific editorial sections, articles, charts and tables.

Full production services for all types of ads are available through the publisher.

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