

DIGITAL PUBLICATIONS 2012

GETTING AROUND THE GATEWAY TO EUROPE

GETTING AROUND IN USAREUR

GETTING AROUND IN USAFE

AUTOMOTIVE INSIGHTS

PORTS OF CALL

PRINT PUBLICATION 2012

**GETTING AROUND IN EUROPE
(ARMY, AIR FORCE, NAVY)**

THE WEBSITE

WWW.GETTINGAROUND.NET

**15
YEARS**



2012

The US Military Market is... **LARGE, AFFLUENT, MOTIVATED**



The US military market in Europe has over 300,000 consumers. It continues to be a vibrant and exciting market for those that provide specialized products and services for DoD personnel stationed overseas.

A combination of print, digital and online media offers the best possible coverage throughout Europe. Comprehensive and useful editorial is the basis for the popularity of Getting Around. The products are unique and offer the reader a centralized, easy to use and helpful range of articles and information.

Affordable pricing and widespread distribution make the print and digital magazines, as well as the website, a one-stop shop for those marketing to the military.

NEW IN 2012! THE GETTING AROUND DIGITAL PUBLICATIONS

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.

GETTING AROUND IN EUROPE

All US Forces in Europe • Circulation: 30,000 • Issue Date: Fall 2012

A complete guide to all the US Army, Air Force and Navy installations and services in USAFE (U.S. Air Forces in Europe). The most effective way to deliver your message to the service members, family members and civilian personnel in Europe. A no-nonsense guide that will be a valuable source of information for those currently assigned to or awaiting orders for duty in Europe.

EDITORIAL

General Information:

- Maps – Country maps with installations, bases and other locations prominently marked
- Mileage Charts – showing travel distance and time between facilities
- AFN – Television service summary of programming and channels available and how to receive them. Radio services with frequencies for both AM and FM reception.
- AFRC – List of facilities and services
- AAFES/NEX – Information on retail outlets and locations
- DeCA – Summary of services and benefits
- DoDDS – Description of school system
- SatoTravel – List of offices and services
- Higher Education – Opportunities available and how to take advantage of them
- Credit Unions & Banks – Locations, services, information
- Tricare – All the important information on health care
- Internet Addresses – Important cyberspace links and the most useful website addresses

Base and Installation Information

- Descriptions of the areas and towns in which the bases are located
- A comprehensive list of services available at each base, including APOs; auto craft shops; banks; bowling alleys; car rental; chapels; child development centers; clubs; commissaries; education centers; exchanges; Family Support Centers; golf courses; guest houses; housing offices; hospitals and clinics; music and theater centers; outdoor recreation centers; elementary, middle and high schools; sports centers and offices; youth centers
- Phone numbers for the above-listed services on all of the installations
- Telephone conversion tables

READERSHIP

The magazine will reach over 50,000 members of the European military community. Readers will include single service members, married servicemen/servicewomen and DoD civilians, as well as spouses and other family members.

DISTRIBUTION

Primary distribution will be through various family support centers. (Many of these copies will be sent in welcoming and orientation packages.) Copies will also be sent to public affairs offices, recruiting commands, Army & Air Force Exchange (AAFES) centers, on-base lodging and other command organizations for redistribution.

WWW.GETTINGAROUND.NET - THE WEBSITE

An interactive Internet site that contains all the editorial available in the printed guides as well as the digital publications

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.

BUSINESS DIRECTORY

There is a Business Directory with information about companies and organizations that offer a variety of products and services to the US Military Market in Europe. Included is information and links for car companies, travel companies, insurance companies, universities and many other entities dedicated to helping the DoD personnel overseas.

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. There were over 260,000 visitors to the website in the last 12 months (as of April 2012). The overwhelming

majority of these visitors are from the US military.

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.

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.

Business Directory: Featured Listing - a Listing with logo, photos, 200-300 words of descriptive text with links to email, website and other contact information. Linked Listing - includes a logo, two lines of descriptive text and contact info and links to email and website.

RATES & SPECIFICATIONS

GETTING AROUND IN EUROPE MAGAZINE

Size	B&W	2-Color	4-Color
Full Page	€ 2,225	€ 2,510	€ 2,785
Half Page	€ 1,345	€ 1,515	€ 1,680
¼ page	€ 675	€ 760	€ 840

Cover Positions:

Cover II	€ 3,480
Cover III	€ 3,610
Cover IV	€ 4,365

Deadlines:

Contact publisher for order dates and ad material due dates

Mechanical Requirements:

Trim Size 148mm wide x 210mm deep

Printed Area:

½ page 130mm wide x 192mm deep

¼ page 130mm wide x 90mm deep

¼ page 130mm wide x 45mm deep

⅛ page (special issues only) 60mm wide x 43mm deep

Bleed page before trim: 154mm wide x 216mm deep.

Reading matter must be 10mm from edge of bleed area after trim.

Digital files only. Color printouts required. Acceptable files are JPEG, TIF, EPS and PDF files. All images and files must be in CMYK. Absolutely no RGB files. Materials can be sent on CD-ROM or via e-mail. Production services are available at no cost.

Contact publisher for details on other graphic formats, transmission methods and production services.

GETTING AROUND WEBSITE

Ad rates

Linked Listing (12 months) € 175

Featured Listing (12 months) € 300

Storefront (12 months) € 750

Top Banner ad (12 months) € 1,950

Tower ads (right and left sides) € 1,450

Center Banner On Page € 1,500

(may be purchased for 3 month increments)

Mechanical requirements:

Top Banner 234 x 60 pixels

Right side tower 126 x 220 pixels*

Left side tower 231 x 220 pixels*

Storefront banners 120 x 45 pixels

Center Banner On Page: 500 pixels wide - height variable

Pictures and logos should be in GIF or JPEG format at a resolution of 72 pixels per inch. Linking URL and email addresses to be supplied in full. All information should be sent via email.

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

DISCOUNTS

Any combination of print, digital publications and website ads earns the following discounts for each ad:

2 ads 5%

3 ads 10%

Purchase of Banner ad or Storefront on the gettingaround.net website earns a free [LinkedListing](http://www.gettingaround.net).

Miscellaneous Terms & Conditions:

- a. 15% commission to recognized advertising agencies.
- b. 1.5% interest charge per month on accounts 60 days or more past due.
- c. Contract year begins with publication month of first advertisement. If space orders are increased during the course of the contract year, discounts are granted retroactively for all advertisements published in that contract year. If less space is published than originally ordered, difference between contract rate billed and rate actually earned will be invoiced to advertiser or agency, and charges will become payable immediately upon receipt of invoice.
- d. Insertion orders containing disclaimers of agency responsibility for payment are not accepted, and agencies are responsible for payment of invoices of advertising placed by them on their own behalf or on behalf of their clients. The advertiser or agency shall be liable for all legal expenses including reasonable attorney fees in the event that enforcement for nonpayment of any advertising invoices become necessary.
- e. Rates, units of space and circulation base are subject to change without notice.
- f. All orders are subject to acceptance by publisher. It shall be understood that publisher reserves the right to reject or cancel any advertising order or single advertisements.
- g. Advertisements that, in the opinion of the publisher, resemble editorial matter may be identified as advertising matter without prior approval from the advertiser.
- h. Proofs of advertisements before publication are sent only on written request. If proofs have been sent and no correction received by publisher by material closing time, advertisements are considered approved for printing.
- i. No conditions, printed or otherwise, appearing on any advertiser's or agency's contract, order or copy instructions, which conflict with the provisions of the rate card, will be binding on the publisher.
- j. Cancellations or changes in orders will not be accepted after closing date. Those received before closing date may not be considered executed unless acknowledged by the publisher.
- k. Rates subject to VAT (Mehrwertsteuer) if billed to a German address.
- l. Legal fulfillment for either party is Trier, Germany.

Contact Information:

Chuck Emerson, Publisher

Auf der Schorr 10

54331 Pellingen

Tel: +49 (0) 65 88 - 99 25 65

Fax: +49 (0) 65 88 - 98 83 29

Mobile: +49 (0) 1 72-6 53 47 75

E-mail: chuck.emerson@gettingaround.net

www.gettingaround.net