

# GETTING AROUND

## WWW.GETTINGAROUND.NET - FACT SHEET

### 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 plus additional information. Information on installations, services, travel opportunities and other topics.

#### 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.

#### 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

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)

<b>Banner Ads</b>	All Pages € 1,950
<b>Storefront</b>	€ 750
<b>Tower ads</b>	Right and left sides € 1,450
<b>On-page ads</b> (may be purchased for 3 month increments)	€ 1,500
<b>Business Directory</b>	
Featured Listing	€ 300
Linked Listing	€ 175

#### Discounts:

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

2 ads .....	5%
3 ads .....	10%

#### 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.