

GETTING AROUND

USAFE- FACT SHEET

The *Getting Around* guides are the most comprehensive and useful available to the U.S. Military in Europe. They are digest-size (A5) manuals printed in full color on durable glossy paper,

each containing dozens of pages of essential, up-to-date and valuable information. They are handy, comprehensive, easy to use, and widely circulated through carefully selected distribution points.

GETTING AROUND IN USAFE



US Air Forces in Europe • Circulation: 20,000 • Issue Date: Nov. 2009

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

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 – Information on retail outlets and locations
- DeCA – Summary of services and benefits
- DoDDS – Description of school system
- Navigant SatoTravel – List of offices and services
- Higher Education – Opportunities available and how to take advantage of them
- Credit Unions and Banks – Locations, services and other 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 65,000 members of the USAFE community. Readers will include single airmen, married servicemen/servicewomen and DoD civilians, as well as spouses and other family members.

DISTRIBUTION

Primary distribution will be through USAFE 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.

RATES AND DEADLINES

		<u>B/W</u>	<u>2 Color</u>	<u>4 Color</u>
1 Page	Euro	1,725	1,941	2,156
1/2 Page		1,245	1,340	1,500
	<u>Cover 2</u>	<u>Cover 3</u>	<u>Cover 4</u>	
	2,590	2,370	2,870	

Insertion Order: 18 Sept. 2009

Ad Materials: 16 October 2009