

Media Kit 2008 • English



AdvantiPro
Your Advertising Advantage - by Professionals

The Find-It Guide
Kaiserslautern American
The Saber Herald
Herald Union

Introduction

AdvantiPro is a publishing house and advertising agency specialized in the American market in Germany. All of our products are geared toward U.S. military members who live in Germany. Our products are free of charge and designed to help Americans adjust easily to their new home and a foreign culture.

AdvantiPro is your partner in making your products and services available to Americans stationed in Germany.

150,000 Americans are living in Germany.
Take advantage of the opportunities that this market offers you!

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Telephone book with military numbers & business directory

	The Find-It Guide	The Find-It Guide Online	KMC Welcome Guide CD-ROM
First Edition	1996		August 2004
Circulation	75,000 (Edition 2008)		3,000 (Edition 2008)
Publishing Frequency	Yearly		Yearly
Date of Distribution	December		February
Area of Distribution	Baumholder, Grafenwöhr, Heidelberg, Kaiserslautern, Landstuhl, Mannheim, Ramstein, Sembach, Spangdahlem, Wiesbaden	www.finditguide.de	As part of the Air Force Sponsorship Program, this CD-ROM is sent to families who are relocating to Ramstein. They receive the CD-ROM three months before their arrival.
Deadline	September 15	September 15	September 15
Technical Data	Raster 150 LPI / 300 DPI / Euroscale CMYK	72 DPI / RGB	Interactive CD-ROM
Direct Contact	0631 - 303 355 94 ads@finditguide.de	0631 - 303 355 94 ads@finditguide.de	0631 - 303 355 94 ads@finditguide.de

The Find-It Guide



The *Find-It Guide* consists of a telephone directory for all military installations in the distribution area, as well as a business directory with display ads that are both attractive and informative.

The majority of Americans stationed in Germany rely on the *Find-It Guide* to find their way in an unfamiliar environment and foreign culture. The extensive and thorough distribution of the *Find-It Guide* guarantees that Americans in Germany are able to find and contact your business.

Content

- Telephone directory: Approx. 60 pages with telephone numbers of official military facilities of all installations in the distribution area.
- Business directory: Approx. 450 commercial ads.
- Maps: 26 pages with maps that help Americans find their way to your business.
- Emergency numbers: Police, fire department, ambulance, etc.
- City Features: Information about cities often frequented by Americans.
- Helpful hints for living in Germany.

The Find-It Guide Online

The online version of the popular *Find-It Guide* can be found at www.finditguide.de

Here you can describe your business in detail without space limitations. A full-colored banner with a link to your web site is included in the package price.

KMC Welcome Guide

The KMC Welcome Guide is a CD-ROM that informs families about life in Germany, their new station, as well as products and services of local businesses to ease their transition to Germany. Families who are relocating to Ramstein receive the CD-ROM approximately three months before they move to Germany. The CD-ROM is part of a sponsor package sent out by their new military unit.

The KMC Welcome Guide contains all ads that are published in *The Find-It Guide*.

Price list: *The Find-It Guide Package*. All prices without VAT.

The Find-It Guide Multimedia-Package consists of *The Find-It Guide*, *The Find-It Guide Online* and the *KMC Welcome Guide*.

	Size	B/W	B/W + 1 Color	B/W + 2 Colors	Full-Color
Full Page	120 x 190 mm	€ 1733	€ 1899	€ 2060	€ 2241
1/2 Page	120 x 85 mm	€ 962	€ 1048	€ 1135	€ 1268
1/4 Page	120 x 40 mm	€ 543	€ 588	€ 636	€ 711
1/8 Page	57 x 40 mm	€ 301	€ 325	€ 352	€ 395

	Size	Price	Price (without FIG ad)	Design
Coupon	120 x 35 mm	€ 245	€ 399	€ 60 (not applicable if complete data is supplied)
Banner	486 x 60 pixel			€ 45 (not applicable if complete data is supplied)

Online Setup Fee: € 45 (not applicable if complete text is supplied)

Military Newspapers

AdvantiPro owns exclusive distribution rights for all of the following newspapers on their respective military installations. All products from AdvantiPro are free of charge.

	Kaiserslautern American	The Saber Herald	Herald Union
Descriptions	The official military newspaper for the areas of Kaiserslautern, Ramstein, Landstuhl and Sembach.	The official military newspaper for the military installations of Spangdahlem and Bitburg.	The official newspaper for the areas of Wiesbaden, Baumholder and Hanau.
Commercial Content	Up to 200 display ads / week Up to 600 classified ads / week	Up to 50 display ads / week Private and commercial classifieds	Up to 70 display ads / week Private and commercial classifieds
First Edition	1985	October 2007	April 2005
Circulation	Approx. 21,000	Approx. 6,000	Approx. 12,000
Date of Publication	Friday, weekly	Friday, weekly	Thursday, in uneven calendar weeks
Area of Distribution	Ramstein AB, Landstuhl Regional Medical Center, Sembach AB, Vogelweh Air Station, Pulaski Barracks, Kapaun Air Station, Daenner Kaserne, Kleber Kaserne, Panzer Kaserne, Miesau Army Depot, Pirmasens Army Depot	Spangdahlem AB, Bitburg	Wiesbaden Army Airfield, Dexheim, Wackernheim, Baumholder, Hanau, Büdingen
Deadline	Noon, Tuesday	Noon, Tuesday	Noon, Monday
Technical Data	Raster 150 LPI / 300DPI / Euroscale CMYK	Raster 150 LPI / 300DPI / Euroscale CMYK	Raster 150 LPI / 300DPI / Euroscale CMYK
Direct Contact	Tel. 0631 - 303 355 36, Fax: -35 ads@kaiserslauternamerican.com	Tel. 0631 - 303 355 37, Fax: -35 ads@saberherald.com	Tel. 0631 - 303 355 37, Fax: -35 ads@herald-union.com
Web site	www.kaiserslauternamerican.com		www.herald-union.com



Price list: Display ads for Kaiserslautern American, The Saber Herald, Herald Union. All prices without VAT.

Display ads	Kaiserslautern American	The Saber Herald		Herald Union	
Calculation	Amount of columns x height in millimeter x color price				
Columns	1 = 44 mm	2 = 90 mm	3 = 136 mm	4 = 182 mm	5 = 228 mm
B/W	€ 0.98	€ 0.50		€ 0.61	
1 Color	€ 1.11	€ 0.60		€ 0.70	
Full Color	€ 1.20	€ 0.68		€ 0.76	
Special Placement	20% extra charge	20% extra charge		20% extra charge	
Inside Back Cover	€ 2,300	€ 1,300		€ 1,600	
Back Cover	€ 2,800	€ 1,600		€ 1,900	

Discounts (for a contract duration of 12 months, ONLY for display ads)

6 - 11 display ads:	5% Discount
12 - 24 display ads:	10% Discount

25 - 49 display ads:	15% Discount
min. 50 display ads:	20% Discount

Price list: Flyer and Classified Ads for *Kaiserslautern American*, *The Saber Herald*, *Herald Union*. All prices without VAT.

	Kaiserslautern American	The Saber Herald	Herald Union
Flyers	Cost: € 55 per 1,000 Weight: min. 80g/m ² (A4), max. 150g/m ²		
	Size: min. 105 x 148 mm, max. 250 x 340 mm Flyers are placed according to available space. Larger orders take precedence.		
	Min. 10,000 Copies	Min. 5,000 Copies	Min. 5,000 Copies
	Delivery: by Monday prior to the publication date to Oggersheimer Druckzentrum GmbH, Warenannahme, Flomerheimerstr. 2-4, 67071 Ludwigshafen-Oggersheim Herr Volk, Tel. 0621-6713 119, Mon-Fri: 7:30-12:00 / 12:50-16:30		

All prices include VAT.

Classifieds Commercial	€ 14 for the first 3 lines, € 3 for every additional line.		
Classifieds Private	€ 6 for the first 3 lines € 1 for every additional line	free of charge	€ 6 for the first 3 lines € 1 for every additional line

Data Transfer

Accepted Data Formats

- Please include all fonts for artwork or convert all fonts to curves
- Please embed all photos in the file, or include all photos used
- PDF, EPS or TIF files only
- CMYK, absolutely no RGB except for Web banners
Please also name the percentages of the colors you used
(Colors may vary)
- Convert all scans or pictures to CMYK in either EPS or TIF formats
- Scan resolution should not exceed 300 dpi for grayscale and color, and no greater than 600 dpi for line art
- Import scans at 100%

Accepted Program Data Formats

- QuarkXpress, v.4 to v.6 (fonts and photos included)
- Photoshop, any version
- InDesign, any version
- Illustrator, any version
- Freehand or Corel Draw, saved as EPS
(all photos embedded & fonts saved as curves)

Company Information



AdvantiPro GmbH
Europaallee 3
67657 Kaiserslautern
Tel: 0631 - 303 355 30
Fax: 0631 - 303 355 35
info@advantipro.de
www.advantipro.de

Bank:	VR-Bank Südwestpfalz
Routing No.:	542 617 00
Acct. No.:	4 033 710
IBAN:	DE03 5426 1700 0004 0337 10
SWIFT / BIC:	GENODE61ROA
Managing director:	John Thompson
Tax No.:	35/657/0768/4
Ust-Id No.:	DE 22 98 12 35 4
Commercial Registry:	Zweibrücken, HR B 1824 Z
Place of jurisdiction:	Kaiserslautern

Special Advertising Opportunities

Calendar 2008

U.S. Federal Holidays

Jan 1	New Year's Day
Jan 21	Martin Luther King Day
Feb 18	President's Day
May 26	Memorial Day
Jul 4	Independence Day
Sep 1	Labor Day
Oct 13	Columbus Day
Nov 11	Veterans Day
Nov 27	Thanksgiving Day
Dec 25	Christmas Day

Additional Special Advertising Dates

Feb 5	Mardi Gras / Carnival
Feb 14	Valentine's Day
Mar 17	St. Patrick's Day
Mar 23	Easter
May 11	Mother's Day
Jun 15	Father's Day
Oct 31	Halloween

Calendar 2009

U.S. Federal Holidays

Jan 1	New Year's Day
Jan 19	Martin Luther King Day
Feb 16	President's Day
May 25	Memorial Day
Jul 3, 4	Independence Day
Sep 7	Labor Day
Oct 12	Columbus Day
Nov 11	Veterans Day
Nov 26	Thanksgiving Day
Dec 25	Christmas Day

Additional Special Advertising Dates

Feb 14	Valentine's Day
Feb 24	Mardi Gras / Carnival
Mar 17	St. Patrick's Day
Apr 12	Easter
May 10	Mother's Day
Jun 21	Father's Day
Oct 31	Halloween

Publishing Dates

	KA 2008	SH 2008	HU 2008	KA 2009	SH 2009	HU 2009
wk 2	11.01.	11.01.		09.01.	09.01.	
wk 3 <small>M.L. King Day</small>	18.01.	18.01.	17.01.	16.01.	16.01.	15.01.
wk 4	25.01.	25.01.		23.01.	23.01.	
wk 5 <small>Fasching</small>	01.02.	01.02.	31.01.	30.01.	30.01.	29.01.
wk 6 <small>Valentine's Day</small>	08.02.	08.02.		06.02.	06.02.	
wk 7 <small>President's Day</small>	15.02.	15.02.	14.02.	13.02.	13.02.	12.02.
wk 8	22.02.	22.02.		<small>Easter</small> 20.02.	<small>Easter</small> 20.02.	
wk 9	29.02.	29.02.	28.02.	27.02.	27.02.	26.02.
wk 10	07.03.	07.03.		06.03.	06.03.	
wk 11 <small>St. Patrick's Day</small>	14.03.	14.03.	13.03.	13.03.	13.03.	12.03.
wk 12 <small>Easter</small>	21.03.	21.03.		20.03.	20.03.	
wk 13	28.03.	28.03.	27.03.	27.03.	27.03.	26.03.
wk 14	04.04.	04.04.		03.04.	03.04.	
wk 15	11.04.	11.04.	10.04.	<small>Easter</small> 10.04.	<small>Easter</small> 10.04.	<small>Easter</small> 09.04.
wk 16	18.04.	18.04.		17.04.	17.04.	
wk 17	25.04.	25.04.	24.04.	24.04.	24.04.	23.04.
wk 18	02.05.	02.05.		01.05.	01.05.	
wk 19 <small>Mother's Day</small>	09.05.	09.05.	08.05.	08.05.	08.05.	07.05.
wk 20	16.05.	16.05.		15.05.	15.05.	
wk 21 <small>Memorial Day</small>	23.05.	23.05.	22.05.	22.05.	22.05.	21.05.
wk 22	30.05.	30.05.		29.05.	29.05.	
wk 23	06.06.	06.06.	05.06.	05.06.	05.06.	04.06.
wk 24 <small>Father's Day</small>	13.06.	13.06.		12.06.	12.06.	
wk 25	20.06.	20.06.	19.06.	<small>Father's Day</small> 19.06.	<small>Father's Day</small> 19.06.	<small>Father's Day</small> 18.06.
wk 26	27.06.	27.06.		26.06.	26.06.	

wk 27 <small>4th of July</small>	04.07.	04.07.	03.07.	03.07.	02.07.
wk 28	11.07.	11.07.	10.07.	10.07.	
wk 29	18.07.	18.07.	17.07.	17.07.	16.07.
wk 30	25.07.	25.07.	24.07.	24.07.	
wk 31	01.08.	01.08.	31.07.	31.07.	30.07.
wk 32	08.08.	08.08.	07.08.	07.08.	
wk 33	15.08.	15.08.	14.08.	14.08.	13.08.
wk 34	22.08.	22.08.	21.08.	21.08.	
wk 35 <small>Labor Day</small>	29.08.	29.08.	28.08.	28.08.	27.08.
wk 36	05.09.	05.09.	<small>Labor Day</small> 04.09.	<small>Labor Day</small> 04.09.	
wk 37	12.09.	12.09.	11.09.	11.09.	10.09.
wk 38	19.09.	19.09.	18.09.	18.09.	
wk 39	26.09.	26.09.	25.09.	25.09.	24.09.
wk 40	03.10.	03.10.	02.10.	02.10.	
wk 41 <small>Columbus Day</small>	10.10.	10.10.	09.10.	09.10.	08.10.
wk 42	17.10.	17.10.	16.10.	16.10.	
wk 43 <small>Halloween</small>	24.10.	24.10.	23.10.	23.10.	22.10.
wk 44 <small>Halloween</small>	31.10.	31.10.	30.10.	30.10.	
wk 45 <small>Veterans Day</small>	07.11.	07.11.	06.11.	06.11.	05.11.
wk 46	14.11.	14.11.	13.11.	13.11.	
wk 47 <small>Thanksgiving</small>	21.11.	21.11.	20.11.	20.11.	19.11.
wk 48 <small>Christmas Season</small>	28.11.	28.11.	27.11.	27.11.	
wk 49 <small>Christmas Season</small>	05.12.	05.12.	04.12.	04.12.	03.12.
wk 50 <small>Christmas Season</small>	12.12.	12.12.	11.12.	11.12.	
wk 51 <small>Christmas Season</small>	19.12.	19.12.	18.12.	18.12.	17.12.