

## MEDIA INFORMATION 2015 / 2016





# Why advertise in Bahrain Desert Times?

**Bahrain Desert Times gives you the only direct and exclusive access to the American military base community in Bahrain currently comprising more than 6,000 individuals including family members.**

- There are custom-built newspaper display stands for Bahrain Desert Times, located at key high traffic points, at both the NSA facility in Juffair and the Sakhir air base;
- A copy of the newspaper is placed in each mail box for all employees on the base;
- All 4,000 printed copies are distributed free-of-charge, and the Public Affairs Office staff personally maximizes the profile of the newspaper on the base;
- It is the only publication targeted at personnel on the base with content about the base coupled with information about the leisure and entertainment scene in Bahrain.







DEPARTMENT OF THE NAVY  
COMMANDER, NAVY REGION SOUTHWEST ASIA

5000  
Ser 00/468  
30 JUN 2005

Red House Marketing  
P.O. Box 20461  
Manama, Bahrain

To whom it may concern:

Bahrain Desert Times is the title of a regular fortnightly newspaper published since December 2003 specially prepared for US military personnel in Bahrain. It includes all aspects of service life and facilities available to NSA staff and personnel and includes local news, military news, international news & pictorial coverage of vents and happenings taking place at the base. Due to popular demand, a new section on shopping entertainment and leisure for the benefit of those individuals visiting and residing in Bahrain will be included in upcoming issues.

Additionally, Bahrain Desert Times is designed to appeal as a lifestyle guide to Bahrain providing information about the best goods and services available here, especially those favored by the American community.

We reconfirm our endorsement of Bahrain Desert Times throughout the NSA base in Bahrain as well as to visiting US military personnel and reiterate the fact that this publication is prominently displayed throughout the base and is the only publication of its kind that is freely available to each and every individual working or resident on the NSA base.

We are delighted with the development of this newspaper over the past two years and look forward to its continuing success as a focal point of local news interest and information to the American community based here in Bahrain.

Best regards,

*Paul R. B. Kennedy*  
PAUL R. B. KENNEDY  
Captain, U.S. Navy  
Executive Officer  
By direction of the Commander

Corner  
When...?

**"Row Well and Live"**

Principal at  
the High School

**THE BEST PRINCIPAL**

**WEEKLY HOT TIPS**

**Run**

**Navy Conducts Sizing Correlation Study**

**Mom's Home!!**

**WEEKLY WARRIOR**

**ENTER YOUR TOP INFORMATION DAY?**

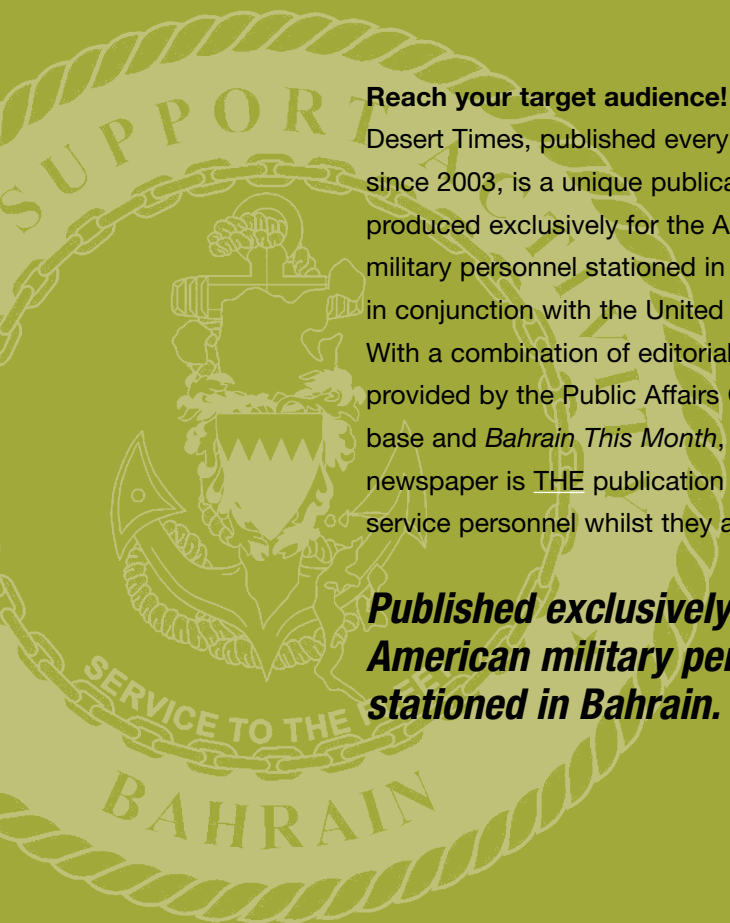
**Delectable Arabian Feasts**

**BMW MILITARY SALES**

**The Line of Spain Spanish Food Week**

**ALL YOU CAN EAT**

# the Bahrain DESERT TIMES

The seal of the Bahraini Armed Forces is a circular emblem. It features a central shield with a crown on top, flanked by two lions. The shield is surrounded by a chain. The words "SUPPORT" and "ARMED FORCES" are written along the top arc of the chain, and "SERVICE TO THE BAHRAIN" is written along the bottom arc.

**Reach your target audience!** Bahrain Desert Times, published every fortnight since 2003, is a unique publication produced exclusively for the American military personnel stationed in Bahrain, in conjunction with the United States Navy. With a combination of editorial content provided by the Public Affairs Office on the base and *Bahrain This Month*, the newspaper is THE publication read by service personnel whilst they are in Bahrain.

***Published exclusively for  
American military personnel  
stationed in Bahrain.***

# BAHRAIN DESERT TIMES

## Rates and Data

DISPLAY							
Series Bookings (Full Colour Rate in Bahraini Dinars)							
Size	Dimensions	Single	Two	Three	Four	Five	Six +
Full Page	36 cm x 6 col.	1,296	1,231	1,169	1,110	1,055	1,002
Half page Vertical Horizontal	35 cm x 3 col. 17.25 cm x 6 col.	675	641	608	577	548	521
Quarter Page Vertical Horizontal	17.25 cm x 3 col. 8.4 cm x 6 col.	365	346	329	313	297	282
Edit Panel	8.4 cm x 3 col.	207	197	186	178	169	160
Display Size: BD 6 per column cm. (Minimum size, 5 cm x 1 column)  Edit Column (Classified): BD 9.000 per column cm.		<div>• Single column width - 4 cm;      • Four column width - 17.25 cm;</div> <div>• Two column width - 8.4 cm;      • Five column width - 21.6 cm;</div> <div>• Three column width - 12.8 cm;      • Six column width - 26 cm</div>					
Any single order less than BD 150 requires prepayment in full <b>BEFORE</b> publication.							

### Mechanical Data & Sizes

- Printed                Web Offset
- Screen                300 dpi B/W & Colour
- Page Size            36 cm X 26 cm
- Column width       4 cm, 6 columns per page

### Discounts

- For 6 consecutive bookings get 1 FREE
- 10% ready artwork
- 5% prepayment

### ACCEPTABLE SOFTWARE FORMATS:

Indesign CS, QuarkXpress, Freehand, Illustrator, Photoshop, Press Quality PDF, TIFF, EPS, with all fonts supplied or converted to outlines.

### Publishing Data

- Publication            : Fortnightly on Wednesdays;
- Copy deadline       : Sundays 6pm;
- Cancellations       : 4 working days before publication;
- Circulation           : 4,000 copies (controlled free circulation);
- Advertising Agency Commission: 15%.

Published by:

**Red House**  
**MARKETING**  
Publishing & Information Marketing Specialists



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