

The Bahrain
DESERT

TIMES



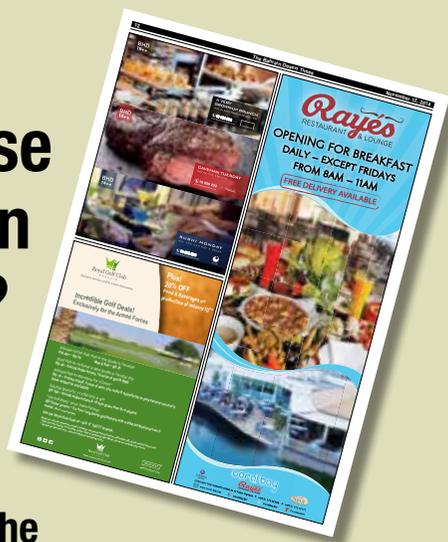
MEDIA INFORMATION 2015 / 2016



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

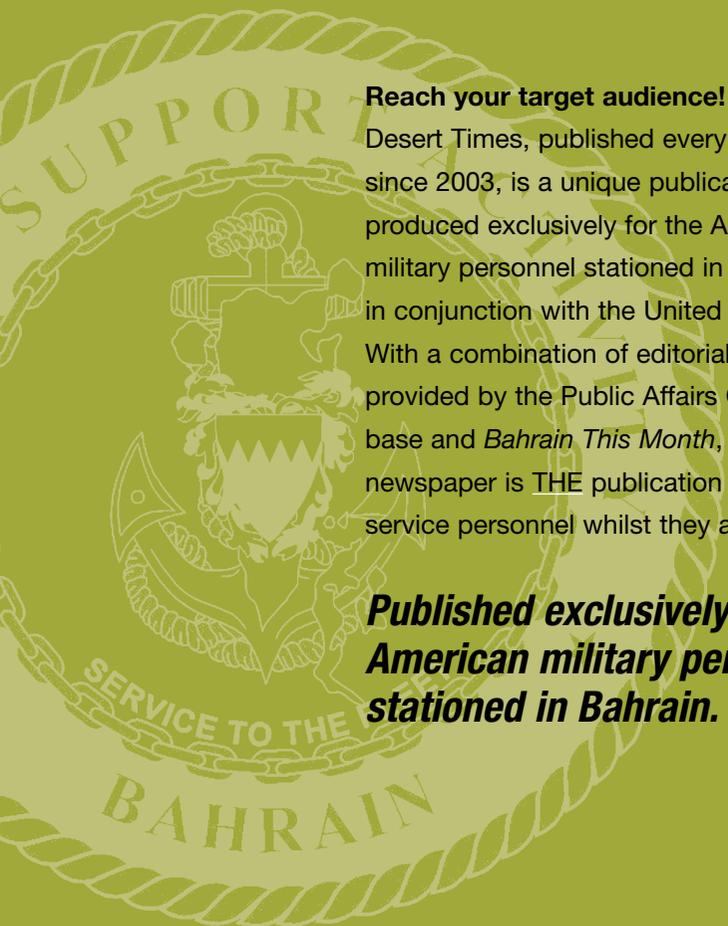
PAUL R. B. KENNEDY
 Captain, U.S. Navy
 Executive Officer
 By direction of the Commander

Career
 ...
Row Well and Live!
 ...
MOY TIPS
 ...
Principal at the High School
 ...
Run
 ...
Patriot Day 5K Run
 ...

Navy Conducts Sizing Correlation Study
 ...
Mom's Home!!
 ...
WEEKLY WARRIOR
 ...
Mr. Abdul Rahman
 ...
Mr. Aragon
 ...
ENTER YOUR TOP 10
 ...

Delectable Arabian Feasts
 ...
BMW MILITARY SALES
 ...
The Line of Spain Spanish Food Week
 ...
ALL YOU CAN EAT
 ...
Yazoo
 ...

the Bahrain DESERT TIMES

The seal of the Bahrain Defense Force is a circular emblem. It features a central shield with a crown on top, flanked by two lions. The shield is set against a background of a chain. The words "SUPPORT" and "DEFENSE" are written in a semi-circle above the shield, and "SERVICE TO THE BAHRAIN" is written in a semi-circle below it. The entire seal is rendered in a light, faded color.

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)		<ul style="list-style-type: none"> • Single column width - 4 cm; • Two column width - 8.4 cm; • Three column width - 12.8 cm; • Four column width - 17.25 cm; • Five column width - 21.6 cm; • Six column width - 26 cm 					
Edit Column (Classified): BD 9.000 per column cm.							
Any single order less than BD 150 requires prepayment in full BEFORE 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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