

## MEDIA INFORMATION 2015 / 2016



WCHD CO. Page 4

# 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.







5000  
Ser 00/468  
30 JUN 2005

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

To whom it may concern:

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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.

Bahrain Desert Times is designed to appeal to all US military personnel in Bahrain providing information about the country and its people, especially those favoring the US.

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.

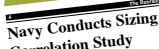
We are delighted with the development of this newspaper over the past two years and look forward to its continuing success as a focal point of local news interest and information to the American community based here in Bahrain.

Best regards,

*[Signature]*

Best regards,

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



See [Bridges, 1992](#) for a review of the literature.

**VERGINIA WEAVER, Ph.D.**, is the County Director and Deputy County Manager for Loudoun County, Virginia. She has worked for Loudoun County for 12 years. She has a B.S. in Public Administration from the University of Maryland and a Ph.D. in Public Administration from the University of Virginia. She is currently working on her M.A. in Public Administration from the University of Virginia. She is a member of the American Public Administration Association and the National Association of County and City Administrators.

## Mom's Home!!

[illegible]

## WEEKLY WARRIOR



**Mr. Abdul Wahid Puthiyapuray** was born in Kerala, India and has been working with the U.S. Coast Guard since 1974. He is currently assigned to the U.S. Coast Guard Cutter WMEC-902, which is based in San Francisco. Mr. Puthiyapuray is a member of the U.S. Coast Guard Auxiliary and has been an active member of the Auxiliary since 1974. He is currently assigned to the U.S. Coast Guard Cutter WMEC-902, which is based in San Francisco. Mr. Puthiyapuray is a member of the U.S. Coast Guard Auxiliary and has been an active member of the Auxiliary since 1974. He is currently assigned to the U.S. Coast Guard Cutter WMEC-902, which is based in San Francisco.



**Mr. Arundhati Sahasrabudhe** was writing for *WWR* in March 1991, in his *Cyber* column. Mr. Arundhati is a banker and financial analyst. His sports are tennis and spring sports, while, music has a much stronger influence. He takes an even bolder approach to his writing. He has been quoted as "a liberal capitalist." He has been quoted as "a liberal capitalist." He has been quoted as "a liberal capitalist."

[illegible]

**Delectable Arabian Feasts**

Wattson puts on his best formal attire, including his Audley hat and a long black tailcoat, and is waiting in the hallway for the arrival of his guests. He is not alone, however. He is joined by his wife, who is also dressed in formal attire. They are both waiting for the arrival of their guests. The guests arrive, and the party begins. The party is a success, and everyone is having a good time. The party ends, and the guests leave. Wattson and his wife are left alone in the hallway. They are both tired, but they are happy. They are both looking forward to the next day.



#### ARMY MILITARY SALES

[illegible]

*The Slice of Spain*  
**Spanish Food Week**

20<sup>th</sup> till 24<sup>th</sup> October  
every evening 7-10pm Brunch

the great tradition



**Welcome to the Spanish Food Week:**

The K Hotel now proudly launches the Spanish Food Week in a food extravaganza of the K. Sample and enjoy authentic

and fresh Spanish cooking as from SPAIN will treat you with no less than a special menu, to be enjoyed, as well as our lovely surroundings.

The K. brings will offer a huge and a wide variety of dishes, which include a selection of authentic Spanish dishes. The K Hotel maintains a selection of Spanish traditional and modern dishes, a full range of Spanish dishes, including a full range of Spanish dishes, including a full range of Spanish dishes.

**THE K**  
HOTEL

**K Hotel**  
HOTEL

the great tradition

## ALL YOU CAN EAT

*...and we have a most popular style of Dining  
"Chloroxene" - endless supply of priced "Angus" grade of  
Chairs, Lamb & Seafood including a wide selection of fresh  
salads, soups, juices & enchiladas*

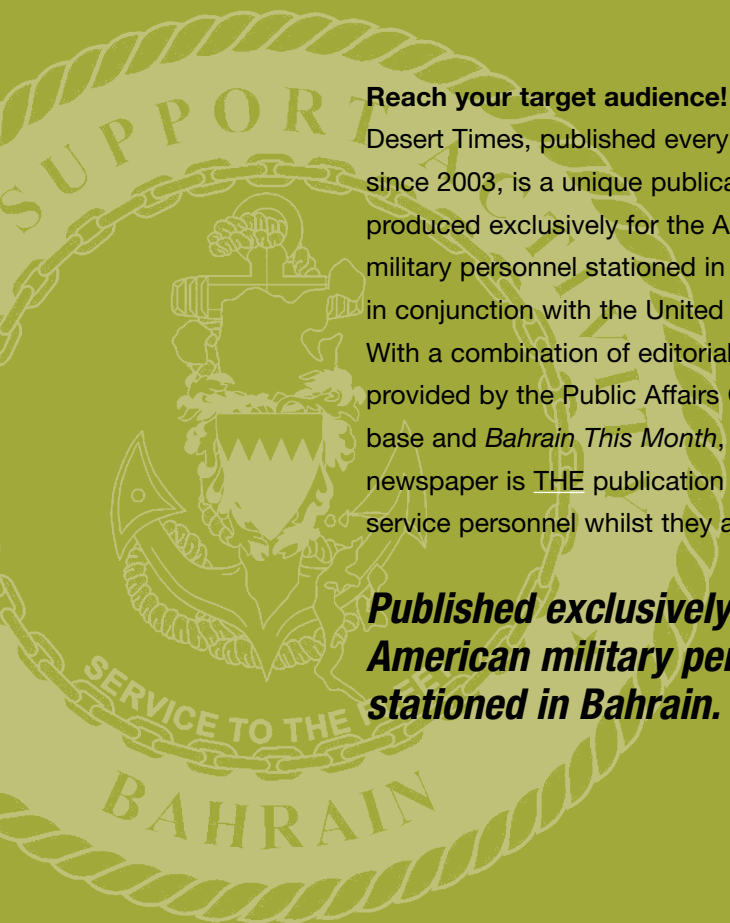
*\*Extra quality food in a clean setting and ambience*

**Gate 18, Ref Motel, West Wing**  
For reservations contact:  
+975-71 352222

**Brasa**  
En Rio  
CHORRASCANO



# 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
<b>Display Size:</b> BD 6 per column cm. (Minimum size, 5 cm x 1 column)  <b>Edit Column (Classified):</b> BD 9,000 per column cm.		<ul style="list-style-type: none"><li>• Single column width - 4 cm;</li><li>• Two column width - 8.4 cm;</li><li>• Three column width - 12.8 cm;</li><li>• Four column width - 17.25 cm;</li><li>• Five column width - 21.6 cm;</li><li>• Six column width - 26 cm</li></ul>					
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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