

Morale, Welfare & Recreation Guide

Produced in cooperation with the Naval Support Activity (NSA) base in Bahrain, the MWR guide is handed to service members visiting the Kingdom. The guide includes content from the NSA and essential information for military personnel on where to go, how to get there and what to do.

*The essential reference
source for NSA visitors and
new arrivals to Bahrain.*



ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain Dinars		
Advertisement	Size (width x height)	Cost (BD)
Back Cover	100 x 210 mm	1,015
Inside Front & Back Cover	100 x 210 mm	825
Centre Spread	200 x 210 mm	1,650
Reverse of Centre Spread	100 x 210 mm	825
Double Page Spread	200 x 210 mm	1,210
Full Page	100 x 210 mm	660
Half Page	90 x 100 mm	425
Edit Panel	90 x 30 mm	185

- Trim Size: 100 mm x 210 mm, Bleed: Add 5 mm on all sides
- Discounts available for volume bookings

Publication Data	Winter	Spring	Summer	Autumn
Publication	January	April	July	October
Booking Deadline	January 6	April 4	July 4	October 6
Artwork Deadline	January 10	April 10	July 10	October 10

ACCEPTABLE SOFTWARE FORMATS:
InDesign CS, QuarkXpress, Freehand,
Illustrator, Photoshop, Press Quality
PDF, TIFF, EPS, with all fonts supplied
or converted to outlines.

Mechanical Data

- Printed: Web offset
- Screen: 300 dpi colour

Published by:



Red House
MARKETING
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To book your advertisement, contact a sales representative at:
Tel: (+973) 17 813-777 Fax: (+973) 17 813-700
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NAVY MWR BAHRAIN



NAVY SUPPORT ACTIVITY BAHRAIN
• PROGRAMS • EVENTS • SERVICES • FACILITIES
GUIDE TO RECREATIONAL OPPORTUNITIES

Reach your target market

The MWR guide offers essential information from both the Naval Support Activity (NSA) base and Red House Marketing targeted at visiting service members and new arrivals to the island. Produced four times a year, the guide includes directories of places to go while off-duty together with a full map of Bahrain.

Distribution

The MWR is distributed primarily to visiting service members from the U.S. Navy. Copies of the guide are handed out to servicemen at the port of call PRIOR to their arrival in Bahrain. This is designed to ensure military personnel have ample time to understand important cultural issues before they arrive in the Kingdom. It also offers them advance information as to how to spend their leisure time. New arrivals at the NSA base, as well as 6,000 base personnel, gain access to this publication.

Each publication has a minimum print run of 8,000 copies (reprinted as required)
*** MWR is published quarterly**

MWR Content

In addition to information supplied by the NSA base, Red House Marketing includes detailed information covering:

■ Bahrain – A Snapshot

Contains summary information about Bahrain together with a listing of major tourist attractions and places to visit.

■ Where to Stay

More than 50 major hotels and serviced apartments are listed, offering a range of pricing options for visitors.

■ Dining

A comprehensive listing of restaurants for all occasions details the range of cuisines available within the Kingdom.

■ Shopping

Everything for the visitor to find is listed; from jewellery to carpets to digital gadgets.

■ Nightlife Planner

A detailed review of where to go after the sun goes down, including hotel bars, sports bars and night clubs.



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18 July 2005

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Mr. George Middleton
Managing Director
Red House Marketing
PO Box 20461, Manama
Bahrain

Dear Mr. Middleton,

This is to confirm that the Morale Welfare and Recreation Department of the U.S. Naval Support Activity, Bahrain strongly supports the use of the MWR Bahrain Guide to Recreational Opportunities, printed and provided by the Red House Marketing.

The Guide remains extremely useful in providing U.S. military and civilian personnel either visiting or residing in the Kingdom of Bahrain, with details on both MWR programs and activities and local business and recreational opportunities.

We hope to maintain the same excellent working relationship between our organizations, as we have in the past many years.

Sincerely,

S. Patania

MWR Financial Officer
Naval Support Activity, Bahrain

MWR..... "Committed to First Class Service"

Essential information about Bahrain

Destination finder: Shows you how to get to your destination.

Grid reference code system: Locate major local landmarks, places of interest, hotels, ministries, museums, restaurants, shopping complexes and much more.

Key information: A brief history of Bahrain, major tourist attractions, business information and hotel, restaurant and shopping directories — the MWR Guide delivers as a concise, all-in-one, essential reference source.