

BRAC RELOCATION and TRANSITION GUIDE

MARCH • JUNE • SEPTEMBER

Thousands are asking
this 1 question:
WHERE IS MY LIFE?
**Answer: In the pages of
ARRIVING HOME!**



Newcomers spend hours and hours online searching for information about:

- homes and neighborhoods
- schools, education and childcare
- churches and worship
- health care and health care jobs
- employment and job search support
- business connecting to business
- quality of life for family fun and events
- services – from salons to auto repair



ARRIVING HOME provides the resources to **LIVE LIKE A LOCAL**, saving valuable time searching for answers. And all ads include a free hotlink to your website or email so that those in transition can find out more about your company directly through your ad in our Digital Edition.

LIVE LIKE A LOCAL
WWW.MDARRIVE.COM FALL 2009

ARRIVING HOME

BRAC Relocation Guide

Solving the RELOCATION PUZZLE

- Finding a Home
 - Zip Code Sales Stats
 - Living in the City
- Education
 - Schools At-a-Glance
 - Public School Curriculum Evolves with BRAC
 - Selecting a Private School
- Jobs
 - Spouses ISO Work

LIVE LIKE A LOCAL
GO SEE Local Attractions
GO PLAY Local Events & Fall Festivals
GO DREAM Fall Foliage Driving Tours

Look for us Monthly
MASON-DIXON ARRIVE
Local Community Magazines

At local shops, restaurants & libraries • Plus, On-Base at Information Centers

NEW THIS YEAR! DIRECT MAIL TO NEW HOMEOWNERS

1,000 Homeowners who bought a home in Harford County for \$300,000 and up will receive a FREE copy of ARRIVING HOME in the mail!

See next page for More about **DISTRIBUTION!**

ARRIVING HOME

BRAC Relocation Guide

NEW LARGER SIZE
– IN 2010 –
7 INCHES X 10 INCHES
MORE ROOM FOR YOUR MESSAGE!

SNAPSHOT OF NEW MOVERS *Well Educated, Well Employed*

Who is relocating to APG due to BRAC?

- Dept. of Defense & Private Embedded Contractors
 - Engineers
 - Scientists
 - Logistics Personnel
 - IT Professionals
 - Contractors
 - Administrators
 - Clerks

Who is being tracked for relocation?

- Dept. of Defense positions only.

Track-able Job Transfers

Construction at APG is ahead of schedule, pushing the bulk of relocation into Fall 2010.

- 8,200 job transfers relocating to APG by Sept. 2011
 - 1,700 jobs are already here
 - **4,000 jobs are coming on board this year**
 - 2,500 jobs will be phased in next year

Are DoD jobs contracted with relocation firms?

- No

Average Salary:

- \$87,000

How many private industry jobs are expected?

- Reports claim an **additional 20,000 jobs** transferring in from the Ft. Monmouth area, and created locally through 2015.

You've been waiting for this to happen!
This is the BIG YEAR!
Over 4,000 jobs are transferring to APG.

MASON-DIXON ARRIVE | ARRIVING HOME | YOU'VE ARRIVED
CONNECT WITH NEW AND CURRENT HOMEOWNERS! 410-584-9960

HELPING NEWCOMERS FIND:

a Realtor, a Home, a School, a Church, a Bank, Childcare, Healthcare Services and Jobs, all kinds of Services, Jobs and Entertainment!

NEW LARGER SIZE: 7 INCHES x 10 INCHES!

ADVERTISING	RATES	SIZES
<i>Rates per issue, include full color.</i>		<i>(inches wide x deep)</i>
FULL	\$1320	6.25 x 9.0625
TWO-THIRDS	\$ 945	4.00 x 9.0625
HALF	\$ 750	6.25 x 4.4375
THIRD	\$ 535	4.00 x 4.50
FIFTH	\$ 355	4.00 x 3.00
MARKETPLACE <i>By category-Worship, Services, Announcements</i>		
NINTH	\$190	2.00 x 2.50

PREMIUM POSITIONS Call for availability.
MATERIALS Ads should be submitted print ready, electronically, according to Advertising Specs. Creative Design Services: we will design your first ad at no charge, up to 2 proofs. Additional proofs \$35. Minor Changes for new insertion are made at no charge. New ads created for \$75 or \$75 per hour.
 Send print ready ads to art@mdarrive.com.

Advertisers who also have a 12-Month Contract in **MASON-DIXON ARRIVE** receive an additional **5%** off their schedule in **ARRIVING HOME** and **YOU'VE ARRIVED**.

2010 DEADLINES	MARCH	JUNE	SEPTEMBER
Space Reservation	Feb 12	May 7	Aug 13
Print Ready/Release	Feb 16	May 10	Aug 17

3-ISSUE DISCOUNT
 Our best customers receive a **10%** discount off each of 3 issues of **ARRIVING HOME** or **5%** off of 2 issues.

TOP 10 BENEFITS OF ADVERTISING IN ARRIVING HOME!
 - LIVE LIKE A LOCAL -

- 10 Affordable for any local business
- 9 Attractive full color magazine
- 8 Targeted reach to new homeowners
- 7 Targeted reach to relocation experts
- 6 Targeted advertising, by category
- 5 Targeted editorial, by category
- 4 Regional events & destinations
- 3 Resources that connect you locally
- 2 Digital Edition available online 24/7
- 1 Great shelf life!

BRAC DISTRIBUTION

We do all the work. Don't worry about chasing down every opportunity to get your business in front of BRAC Relos! We're everywhere!

- At the Maryland Transition Centers at Ft. Monmouth, NJ – both on-post and off-post.
- At the APG Transition Office on-base in NJ and on-base in APG.
- On 10 Relocation Kiosks located throughout Ft. Monmouth.
- In relocation offices of private contractors in transition.
- In the CSSC-BRAC Transition Office located at the HEAT Center.
- In the Commissary at APG – and several other base locations.
- In Economic Development & Tourism offices throughout the region.
- In residence inns and hotels that cater to relocation.
- In Realtor relocation packets and offices.
- At Spring & Fall Relocation Fairs.
- In hundreds of tourism destinations from Elkton to White Marsh!

-TESTIMONIAL-

"ARRIVING HOME and MASON-DIXON ARRIVE provide so many helpful articles that answer important questions for those in transition. Each issue connects people to local events and illustrates the diversity of lifestyles and interests that are available in the region. It makes my job of helping people easier - keep up the great work!"
 ~ ELIZABETH THEISEN, TRANSITION COORDINATOR, FT. MONMOUTH, NJ

You only get one chance to make a first impression!
 We'll put your business in front of newcomers.
CALL TODAY! 410-584-9960
 Or Email info@mdarrive.com



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