

## MECHANICAL SPECIFICATIONS

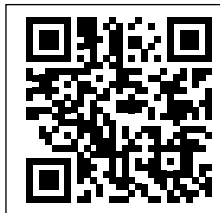
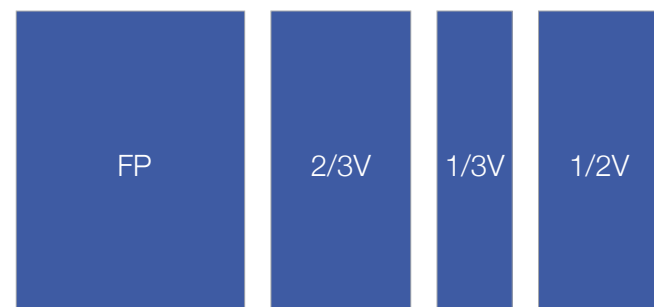
Ad Size	Width	Height
Full Page (bleed)	8 5/8"	11 1/8"
Full Page (trim)	8 3/8"	10 7/8"
Two thirds Page Vertical	4 5/8"	9 7/8"
Half Page Vertical	3 1/2"	9 7/8"
Half Page Horizontal	7 1/4"	4 3/4"
Third Page Vertical	2 1/4"	9 7/8"
Third Page Square	4 3/4"	4 3/4"
Third Page Horizontal	7 1/4"	3 3/16"
Sixth Page Vertical	2 1/4"	4 3/4"
Sixth Page Horizontal	4 3/4"	2 1/4"

## PUBLICATION RATES

Size	Four-Colour
Full Page	\$9,240
Two thirds Page	\$6,875
Half Page	\$5,550
Third Page	\$3,700
Sixth Page	\$1,845

## PREMIUM POSITIONS

Back Cover	\$12,500
Inside Front Cover	\$11,900
Opposite Inside Front Cover	\$11,900
Inside Back Cover	\$11,400
Spread	\$16,350
Guaranteed Position (Subject to availability):	+20%
Bleed Premium:	no charge



Scan this QR (quick response) code with your smartphone to visit our [ExperienceBVI.com](http://ExperienceBVI.com) website in a flash!

## CLOSING DATES

Space reservation:	April 30, 2012
Materials due:	May 15, 2012
Publication date:	October 2012

## AD MATERIAL REQUIREMENTS\*

- Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK. If files are not provided as CMYK, we will be forced to convert the colour and we cannot guarantee an exact match of colour on press. PDF/X-1a files are preferred.
- A colour proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.\*
- Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
- Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

\* If a high-quality colour proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a colour control bar) is not provided, then we cannot guarantee colour. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for colour matching.

## INQUIRIES & SPACE RESERVATIONS

Shawn Paulus  
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Tel: 305-376-5283  
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E-mail: spaulus@hcpaboard.com

Robyn (Bobbi) Fawcett  
Area Representative  
Tel: 284-495-9678; Fax: 284-495-3084  
E-mail: doitnow141@gmail.com

## AD MATERIALS SHOULD BE SENT TO:

Luisa Zelaya-Morillo  
HCP/Aboard Publishing  
One Herald Plaza  
Miami, FL 33132-1693 – USA  
Tel: 1-305-376-5254; Fax: 1-305-995-8108  
E-mail: lzelaya-morillo@hcpaboard.com

## PAYMENTS

Make checks (USD) payable to:  
HCP/Aboard Publishing  
One Herald Plaza  
Miami, FL 33132-1693 – USA



# experience the British Virgin Islands





## THE BEST WAY to reach your audience

As a tourism advertiser, you're always looking for new and improved ways to reach your audience. *Experience the British Virgin Islands* is the perfect vehicle for your marketing efforts. As the official in-room publication of the British Virgin Islands Chamber of Commerce & Hotel Association, our guide reaches almost all of the area's 356,000 overnight travellers right in their guest rooms. The award-winning glossy, four-colour, hardcover guide, created by HCP/Aboard Publishing, is prominently displayed in the BVI's most prestigious hotels, resorts and yachts.

HCP/Aboard, a division of the Miami Herald Media Company and a subsidiary of The McClatchy Company, publishes dozens of award-winning magazines for destinations, accommodations and airlines — from Los Cabos, Mexico to Bermuda, Hyatt, Marriott, TACA, American Eagle, Cayman Airways and more.

*Experience the British Virgin Islands* gives visitors all the information they need to discover the serenity, charm and excitement of Nature's Little Secrets. More importantly, it gives advertisers unparalleled access to these highly qualified customers.

*Experience the British Virgin Islands* is part of HCP/Aboard's integrated marketing and communications program, bringing newspaper and online promotion to the islands. A detailed, easy-to-use guide, it reveals the ins and outs of this magnificent destination, helping visitors discover paradise at beaches, coves and inlets, with vivid photography, evocative text and modern design. From the white-sand beaches to the teeming coral reefs, colourful marine life and isolated coves, *Experience the British Virgin Islands* leads your prospects through a fabulous landscape of natural beauty, dramatic history and memorable vacations.

## WHY ADVERTISE in *Experience the British Virgin Islands*?

*Experience the British Virgin Islands* provides advertisers with an elegant, credible medium in which to showcase products and services. With the purchase of an ad in *Experience the British Virgin Islands*, you also get value-added advertorial on ExperienceBVI.com, our content-rich website. More great reasons:

- Very affordable rates
- Official publication of the British Virgin Islands Chamber of Commerce & Hotel Association
- 2,034 guest rooms
- More than 356,000 overnight visitors who spend \$419 million
- FREE online advertising

## YOUR MESSAGE gets exposure in more places

*Experience the British Virgin Islands* is part of an integrated marketing and communications program that brings online promotion to the British Virgin Islands through the network of HCP/Aboard Publishing and targeted newspapers and websites of The McClatchy Company. Ads promoting the British Virgin Islands have appeared and will continue to appear in *The Miami Herald*, *Fort Worth Star-Telegram*, *The Telegraph* (Macon, GA) and other McClatchy newspapers throughout the United States. The entire newspaper network includes 31 papers in 29 of the fastest-growing markets in the U.S.

## FREE ONLINE ADVERTISING converts visitors into customers before they arrive

ExperienceBVI.com is published for the BVI Chamber of Commerce & Hotel Association to promote the destination and its hotel members. Consumers visit this trusted source of travel information to find events, offers, maps and everything they need to plan their perfect holiday, wedding or business trip in BVI.

Businesses that advertise in *Experience the British Virgin Islands* enjoy a free business profile on ExperienceBVI.com. This online profile will include your contact information, business details — including images and descriptions — and a link to your website. Keep in mind that links to your website from outside sources will help rank your website higher in search engine results.



## HOW DO WE SUPPLY YOU with more qualified leads?

In addition to publishing and maintaining the website, HCP/Aboard aggressively promotes ExperienceBVI.com in targeted advertising campaigns that drive traffic to the website and raise interest in BVI. Strategic partnerships with TripAdvisor, American Eagle and McClatchy newspapers provide advertising vehicles that inspire travelers to visit ExperienceBVI.com. In 2011, website traffic was up by 26 percent. Paid campaigns in Google are ongoing, as are ads that are placed in HCP/Aboard travel magazines, which alone reach 70 million active travellers annually.

## GET MORE OUT OF OUR WEBSITE — no matter your budget size!

Smart marketers know that targeting is key. Through ExperienceBVI.com you'll reach visitors as they are in the process of planning their trip to BVI. By engaging our audience online, you can convert them to customers before they even step foot on the islands! Your business can appear on multiple pages throughout ExperienceBVI.com — including the home page. Rates for online advertising start at just \$399 for the entire year. Ask your representative for more information.

## E-ZINE

We're providing advertisers with even more added value by creating a **digital version of each *Experience the British Virgin Islands* publication!** The electronic version of each publication, or "e-zine," preserves the high-quality look of the printed books online. The e-zine is user-friendly and easily shared through e-mail, which allows advertisers to reach a much larger global audience. Interactive features include zoom for large text display, active hyperlinks to advertiser sites, quick links to ads and content, thumbnails, and a printable PDF of each page.

## HOTELS & INNS

A + L Inn	Luck Hill Villas
Agape Cottages	Mango Bay Resort
Allamander Estate	Mangrove Guesthouse
Anegada Beach Cottages	Maria's by the Sea
Anegada Reef Hotel	Mermaid Villas
Anegada Seaside Villas	Mongoose Apartments
Areana Villas	Moorings Mariner Inn
Arundel Villas	Myett's Garden Inn
Bananas on the Beach	Nail Bay
Baraka Point	Nanny Cay Resort
Bay View Vacation Apartments	Necker Island Ltd
Beef Island Guest House	Neptune's Treasure
Biras Creek	Ocean View Resort
Bitter End Yacht Club	Olde Yard Village
Bonefish Villas	Ole Works Inn
Breeze Haven	Oleander House
BVI Development Consultants	Paradise Suites
Caribbean Destinations	Pelican Villa
Caribbean Realty	Peter Island Resort
Carrie's Island Comfort Inn	Priority Property
Chateau Relaxeau Caribe	Property BVI Real Estate
Columbus Sunset Apartments	Prospect Reef
Cooper Island	Purple Pineapple Rental Management
Cow Wreck Bay Villas	Pusser's Marina Cay
Cypress House	Rainbow Gardens
DEVacations	Rhymers Beach Hotel
Elm Beach Suites	Ronneville Cottages
Ewing House	Roundhill Villas
Fischer's Cove	Saba Rock
Fort Burt Hotel	Sandcastle
Fort Recovery Estate Villas	Sands Hotel
Frenchman's Cay Hotel	Sandy Ground Estates
Frenchman's Lookout	Sea Crest Inn
Golden Pavillion	Sea View Hotel
Grand K Suites	Seascape
Guana Island	Sebastian's Sea Side Villas
Guavaberry Spring Bay	Serendipity House
Gun Point	Seven Jewels Manor
Harbour View Marina Hotel	Shan Properties
Hawksnest Management	Shannon House
Heritage Villas	Smith's Gore
Hodges Creek Marina Hotel	Sol y Sombra
Hotel Castle Maria	Steele Point
Hummingbird House	Sugarmill
Hunter Homes	Sunset View
Icic Villas	Vacation Rentals
Johnny Hill Villas	Surfsong Villas
Jolly Roger Inn	Tamarind Club
Josiahs Bay Cottages	The Pink House
Josiahs Bay Inn	Toad Hall
Katitche Point	Tobacco Wharf
Kellys	Treasure Isle Hotel
Lambert Beach	Turtle Dove Lodge
Leverick Bay Hotel	Villa Catherine
Lighthouse Villas	Village Cay Gardens
Little Dix Bay	Village Cay Marina
Little Thatch	Whispering Soursops
Lloyd Hill Villas	Whistling Pine Cottages
Loblolly Beach Cottages	White Bay Villas
Long Bay Beach Resort	

## CREWED YACHTS & PLANES

Catamaran Charters	Moorings
Charter Port	Tortola Marine Management
Charter Yacht Society	Virgin Traders
Cuan Law	Voyage Yachts
Island Birds	