

# WHERE WHEN HOW

## TURKS & CAICOS ISLANDS

### General Advertising Rates - Per Issue

Advertisement Size	up to 3 times	5 times
Full page	US \$ 1500	US \$ 1375
2/3 page	1215	1105
1/2 page	865	795
1/3 page	675	620
1/4 page	500	460
1/6 page	410	370
1/8 page	290	265
2 inch	205	185
Two Page Spread	2700	2475

### Preferred Position Rates (Annual contract only)

Full page	\$ 1515
2/3 page	1215
1/2 page	875
1/3 page	685
Two Page Spread	2727

### Covers - Four Colour (Annual contract only)

Inside Front Cover	2575
First Right Hand Page	2400
Inside Back Cover	2000
Back Cover	3500

**Inserts:** Fold-Out Map, Section Lead-In Photo Pages, Inserts, Fold Outs (Rates on Request)

**Preferred Position:** Additional 10% premium for requested right-hand page or up-front positions.

### On-Line Link from [www.WhereWhenHow.com](http://www.WhereWhenHow.com)

Expanded Listing and Link see Banner Ad Rate Card.

**Multiple Ad Discount:** Advertiser running five or more consecutive pages within one issue will receive a 5% discount.

**Two Colour Ad Discount:** An advertisement with no photo printing in black plus one process colour may receive a 10% discount.

**Advance Discount:** An advertiser on contract for one year may pay in advance and receive an 8% discount. (If contract is cancelled prior to one year with 45 days written notice Ad Vantage will refund the unused portion of the payment.)

**Agency Commission:** Rates non-commissionable.

**Terms:** Due on receipt of invoice, the 1st of the month.

Interest may be charged on past due balances after 30 days at 1.5% per month. **Returned Checks:** \$30 fee will be charged.

### Cancellation Policy:

**Publisher** may cancel an advertising contract if the unpaid balance is 30 days overdue. Unpaid balances must be paid in full before a contract is reinstated and terms may change to payment prior to insertion at discretion of publisher.

**Advertiser** may cancel an advertising contract with written notification 45 days prior to publication.

### Mechanical Requirements

**Page Format:** Three column.

**Printing Process:** Web offset. **Ink:** Four-colour.

**Binding Method:** Perfect Bound. **Paper:** 60 lb gloss.

**Publication Trim Size:** 8 1/8" x 10 7/8"

**Bleed Size:** One page 8 3/8" x 11 1/8"\*

Two Page Spread Bleed 16 1/2" x 11 1/8"\*

Keep all live matter 5/16" from trim. On two page spreads allow 1/2" on either side of gutter for live matter.

**Page Unit Sizes:** Width"/Depth" Width"/Depth"

Full page bleed\* 8 3/8 x 11 1/8 8.375 x 11.125

Full page nonbleed 7 x 10 7 x 10

Two-thirds page vertical 4 5/8 x 9 7/8 4.625 x 9.875

One-half page island 4 5/8 x 7 3/8 4.625 x 7.375

One-half page horizontal 7 x 4 7/8 7 x 4.875

One-third page vertical 2 1/4 x 9 7/8 2.25 x 9.875

One-third page square 4 5/8 x 4 7/8 4.625 x 4.875

One-quarter page 4 5/8 x 3 5/8 4.625 x 3.625

One-sixth page vertical 2 1/4 x 4 7/8 2.25 x 4.875

One-sixth page horizontal 4 5/8 x 2 3/8 4.625 x 2.375

One-eighth page vertical 2 1/4 x 3 5/8 2.25 x 3.625

Two inch advertisement 2 1/4 x 2 3/8 2.25 x 2.375

Two page spread bleed\* 16 1/2 x 11 1/8 16.5 x 11.125

\*Includes 1/8" or .125" bleed

**Electronic Submissions:** Hi-resolution PDF files are preferred. Digitized ads will be accepted on CDs, DVDs or Emailed. QuarkXPress or Adobe Photoshop TIFF files are acceptable. Quark documents must include fonts, support files (tiff or EPS) and CMYK 300dpi photos.

Word processing programs are not acceptable because text formatting cannot be retained at the imagesetter.

**Production Charges:** Ads not in final format will be invoiced for production as necessary.

**Revisions:** Changes to advertisements must be received in writing by the 10th two months prior and will be invoiced for production as required.

**Materials Due:** Completed ad materials must be received by the 20th two months prior to publication in order to be included in the following issue. PDF files may be sent electronically - up to 10MB. Disks must be sent via FedEx to Ad Vantage Ltd, call for information.

**Proofs:** If Printed Proofs are not provided Ad Vantage will not be responsible for any missing files, fonts or colour in the intended advertisement.

**Email** up to 10MB files to: [info@wwhtci.com](mailto:info@wwhtci.com)

**General Terms & Conditions**

A. Contents of all advertisements are subject to the approval of Ad Vantage Ltd. ("Publisher"). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

B. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold harmless against any expense or loss by reason of any claims arising out of publication.

C. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change became effective without incurring short-rate charges, provided the advertisements published at the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations in whole or part for any other reason by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

D. Ad Vantage Ltd. shall have an option to automatically renew this annual contract for consecutive terms of five (5) insertions or until notice of cancellation is received in writing from the advertiser forty five (45) days prior to publication date.

E. Advertisements not received by material closing date will not be entitled to the privilege of approval or revision by the advertiser or its agency.

F. Positioning of advertisements is at the discretion of Publisher, except when a request for a specific preferred position is acknowledged by Publisher in writing.

G. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.

H. Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and which advertising was published. Should collection efforts become necessary advertiser and/or its agency agrees to pay all attorney fees incurred in connection with collection of advertising that was published.

I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the space occupied by the error.

J. All insertion orders are accepted subject to provisions of current rate card. No conditions other than those set forth in this rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

**2010 Deadline / Calendar Schedule**

Space Closing	Ad Revisions	Materials to Printer
<b>JANUARY/FEBRUARY - ISLAND DINING</b>		
Nov 10th	Nov 10th	Nov 20th
<b>MARCH/APRIL - THINGS TO DO</b>		
Jan 10th	Jan 10th	Jan 20th
<b>MAY/JUNE - SHOPPING FOR SOUVENIRS</b>		
Mar 10th	Mar 10th	Mar 20th
<b>JULY/AUG/SEP/OCT - RESORTS/VILLAS</b>		
May 10th	May 10th	May 20th
<b>NOVEMBER/DECEMBER - DIVING</b>		
Sept 10th	Sept 10th	Sept 20th

**Issuance and Closing / 5 Issues**

*Where, When, How - Turks & Caicos Islands* is published 5 times annually (Bi-Monthly)

**Closing dates:** Closing date for orders is the 10th, two months prior. No cancellation of space will be accepted after the order closing date.

(ie. 10th of November for the January/February issue.)

**Revisions:** Changes to advertisements must be made in writing by the 10th two months prior.

**Circulation and Distribution**

*Where, When, How - Turks & Caicos Islands* prints and distributes FREE a minimum of 10,000 copies per issue and over 80,000 copies annually. Magazines are distributed to our readers in the following manner:

Hotels, Inns, Guest Houses and Villas	43%
Providenciales International Airport	25%
Car Rental Agencies	12%
Retail Stores, Restaurants etc.	07%
Dive and Tour Operators	06%
Advertisers	05%
Real Estate Agencies	02%

In addition we distribute off-island by subscription, at dive shows, trade and travel shows, travel agencies and reader requests. Plus most copies picked up on-island leave the island with our visitors to be shared with friends back home.

[www.WhereWhenHow.com](http://www.WhereWhenHow.com)

**ON-LINE MAGAZINE LISTING & LINK:**

[www.WhereWhenHow.com](http://www.WhereWhenHow.com)

Listing and Link for Advertisers or for Non-Advertisers

**Request a Web Site and Banner Ad**

**RATE CARD**

**FULL PAGE**  
ADVERTISEMENT  
7" wide x 10" deep  
7" x 10"

FULL PAGE BLEED  
ADVERTISEMENT  
8.125" wide x 10.875" deep  
8 1/8" x 10 7/8"  
Add 1/8" Bleed All Around  
8.375" wide x 11.125" deep  
8 3/8" x 11 1/8"

\$1375.00

HALF PAGE HORIZONTAL  
7" wide x 4.875" deep  
7" x 4 7/8"

\$795.00

**1/2**  
HALF PAGE HORIZONTAL

**1/2**  
PAGE ISLAND

\$795.00

**1/2 PAGE ISLAND**  
4.625" wide x 7.375" deep  
4 5/8" x 7 3/8"

1/3RD VERTICAL >>  
2.25" x 9.875"  
2 1/4" x 9 7/8"

**1/3**  
VERTICAL  
\$620.00

1/3RD SQUARE  
4.625" x 4.875"  
4 5/8" x 4 7/8"

**1/3<sup>RD</sup>**  
SQUARE  
\$620.00

QUARTER PAGE >>>>  
\$460.00

**1/4**  
QUARTER PAGE  
4.625" x 3.625"  
4 5/8" x 3 5/8"

1/8 TH PAGE  
2.25" x 3.625"  
2 1/4" x 3 5/8"  
\$265.00 >>>

**1/8**  
PAGE

TWO INCH AD  
2.25" x 2.375"  
2 1/4" x 2 3/8"  
\$185.00 >>>

**TWO INCH**

1/6TH VERTICAL >>  
2.25" x 4.875"  
2 1/4" x 4 7/8"

**1/6**  
VERTICAL  
\$370.00

1/6 TH HORIZONTAL  
4.625" wide x 2.375" deep  
4 5/8" x 2 3/8"  
\$370.00

**1/6**  
HORIZONTAL

CONTACT INFORMATION

**WHERE WHEN HOW**  
TURKS & CAICOS ISLANDS

*Published by*

PO Box 192 • J105 The Regent Village • Providenciales • Turks & Caicos Islands  
Tel: 649-946-4815 • Fax: 649-941-3497 • E-mail: info@wwhtci.com

Off-island materials must be sent via FedEx to:  
Ad Vantage Ltd. - attn Production - 649-946-4815  
J105 The Regent Village - Providenciales  
Turks & Caicos Islands

**2/3<sup>RD</sup>** PAGE

4.625" wide  
x  
9.875" deep

4 5/8" x 9 7/8"

\$1105.00