

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

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 5/8" x 11 3/8"*

Two Page Spread Bleed 16 3/4" x 11 3/8"*

Keep all live matter 1/2" 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 5/8 x 11 3/8	8.625 x 11.375
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 1/4" or .25" bleed

Electronic Submissions: Hi-resolution PDF files are preferred. Digitized ads will be accepted on CDs or by FTP. 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 15th two months prior and will be invoiced for production as required.

Materials Due: Completed ad materials must be received by the 30th two months prior to publication in order to be included in the following issue. PDF files may be sent by email up to 10MB or to the FTP site. Disks must be sent via FedEx to Ad Vantage Ltd, email for information.

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

Email up to 10MB files to: 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.

2011 Deadline / Calendar Schedule

Space Closing	Ad Revisions	Materials to Printer
JANUARY/FEBRUARY - THINGS TO DO		
Nov 15th	Nov 15th	Nov 30th
MARCH/APRIL - ISLAND DINING		
Jan 15th	Jan 15th	Jan 30th
MAY/JUNE - SHOPPING FOR SOUVENIRS		
Mar 10th	Mar 15th	Mar 30th
JULY/AUG/SEP/OCT - RESORTS/VILLAS		
May 15th	May 15th	May 30th
NOVEMBER/DECEMBER - DIVING		
Sept 15th	Sept 15th	Sept 30th

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 15th, two months prior. No cancellation of space will be accepted after the order closing date.

(ie. 15th of November for the January/February issue.)

Revisions: Changes to advertisements must be made in writing by the 15th 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

ON-LINE MAGAZINE LISTING & LINK:

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 1/4" Bleed All Around
8.625" wide x 11.375" deep
8 5/8" 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
RD
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

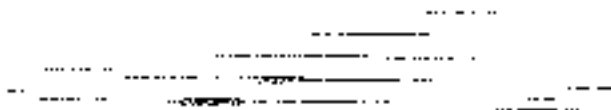
1/6 TH HORIZONTAL
4.625" wide x 2.375" deep
4 5/8" x 2 3/8"
\$370.00

1/6
HORIZONTAL

CONTACT INFORMATION

WHERE WHEN HOW
TURKS & CAICOS ISLANDS

Published by



J105 The Regent Village • Providenciales • Turks & Caicos Islands
649-946-4815 USA 585-298-9553 Fax 649-941-3497 E info@wwhtci.com

Materials may be sent to our FTP site - email for details

Or disks can be sent via FedEx to:

Ad Vantage Ltd. - attn Production - J105 The Regent Village
Providenciales, Turks & Caicos Islands

2/3 RD PAGE

4.625" wide
x
9.875" deep

4 5/8" x 9 7/8"

\$1105.00