

# Nights

CURAÇAO

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**A D V E R T I S I N G R A T E S 2 0 0 9 I S S U E**

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## Advertising Space

	<b>\$ US</b>	<b>NAF</b>
Full Page	5,935	10,683
1/2 Page	3,835	6,903
1/3 Page	3,120	5,616
1/4 Page	2,505	4,509
1/6 Page	1,735	3,123

## Covers / Spreads / Coupons

	<b>\$ US</b>	<b>NAF</b>
Back Cover	9,930	17,874
Inside Front Cover	8,450	15,210
Inside Back Cover	6,855	12,339
1/2 Page DPS	6,640	11,952
Coupon	5,935	10,683

**Special Inserts:** Available upon request.

**Please note:** Requested positions are 15% extra (right hand page or otherwise). All rates are based on supplied digital artwork. Any necessary computer work will be additional.

**Terms of Payment:** 50% upon signing of contract, balance upon publication.

## Circulation

165,000 copies available throughout the year.

## Advertorial

<b>AD SPACE PURCHASED</b>	<b>MAXIMUM ADVERTORIAL LENGTH*</b>
2 or more pages .....	100 words
Full page .....	75 words
1/2, 1/3, 1/4, 1/6 page .....	50 words

\* *Note: Advertisements for restaurants, retailers, resorts and activities receive an advertorial. Advertisements for casinos and entertainment venues receive a listing. Nights Publications reserves the right to edit advertorials.*

## Deadline

Ad material and advertorial copy must be received no later than **July 15, 2008**.

In the event that material is not supplied prior to deadline, publisher is entitled to supply same to best of his ability, at client's expense.

## Ad Design Costs

Ad design services are available if required. Please contact your sales representative for a quotation.

## Additional Production Costs

Client will be given a quote, subject to client's approval, before any additional production work is done. Client will be invoiced separately for any additional costs that are not included on the contract.

### Please note

- Agencies must include a signed approval from agency/client when sending ad material to main office in Montreal.
- Please do not send original material. Please supply duplicate CDs, photos or slides as artwork will not be returned to client or agency unless requested in writing.

## Shipping Address For Ad Material

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Nights Publications Inc.  
1751 Richardson Street, Suite 5.530  
Montreal, QC, H3K 1G6, CANADA  
Tel: (514) 931-1987 • Fax: (514) 931-6273  
miruna@nightspublications.com

## FTP Address For Ad Material

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**From Web Browser:** http://69.70.9.42:8080  
**User Name:** nights05  
**Password:** ads05pub

Please notify us at [miruna@nightspublications.com](mailto:miruna@nightspublications.com) when material has been uploaded to our FTP site.

*Client is liable for any shipping, customs and brokerage fees. Ad material that does not comply to the advertising specifications will be returned to client at client's expense.*

## Ad Approval

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All material subject to publisher's approval.

## Guarantees

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- We do not guarantee the exactness of the end result if safety margins, trim, bleed and all the digital requirements are not respected. Color exactness is guaranteed with a 5% variance.
- All ads supplied in final form (i.e. not requiring any changes or logo additions) by advertising agencies will not be sent by Nights Publications to client for approval. It is our understanding that material supplied by agencies has been approved by client prior to being shipped to head office. Nights Publications will not take any responsibility for material supplied by agencies with spelling, grammatical or any other mistakes. The client will be notified only in the event that serious mistakes are noticed. Clients will receive a quote subject to their approval before any corrections are made.
- Nights Publications will not be held responsible for poor text legibility resulting from text being supplied smaller than 6 pts. If text is supplied under 6 pts, clients will be informed and receive a quote subject to their approval before any corrections are made.

## Distribution

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**North America:** Curaçao Tourist Board Offices. Various travel agencies and travel related shows throughout the US and Canada.

**Curaçao:** Airport, hotels and timeshare resorts, retail outlets, car rental agencies, tour bus operators, travel agents, port of disembarkment for cruise vessels and Curaçao Tourist Board Offices.

### Island Sales & All Inquiries

Harold Raxlen, *Managing Director*  
Tel: 560-4285 • Tel/Fax: (0) 542-2184  
Cell: (0) 580-1010  
hraxlen@nightspublications.com

### Island Sales Representative

Bernadette Zweerman  
Tel: 567-7788 • Fax: 738-2727  
bernadette@nightspublications.com

### Island Representative & Distribution

Ruth de Windt  
Vindan & Partners Advertising  
Olympusweg 29, Willemstad, Curaçao, N.A.  
Tel: 462-2331 • Fax: 462-2332 • Cell: 560-6225  
vindan2@onenet.an

### International Sales

Nights Publications Inc.  
1751 Richardson Street, Suite 5.530  
Montreal, QC, H3K 1G6, CANADA  
Tel: (514) 931-1987 • Fax: (514) 931-6273  
nights@nightspublications.com

*Curaçao Nights is part of the Nights Publications group, which includes  
Aruba Nights, Aruba Nights Hotel Edition, Bonaire Nights,  
Island Gourmet, Panama Days and St. Maarten Nights.*