

island Gourmet

& lifestyle magazine

ADVERTISING RATES 2009 ISSUE • AD MATERIAL SPECIFICATIONS

Advertisements

	\$US
Full Page	\$4,500
1/2 Page	\$2,750
Outside Back Cover	\$7,500
Inside Covers	\$6,250

Restaurant Listings

Diamond Listing (Full Page)	\$4,000
Listing includes: 1 photo and 175 word advertorial Special Menu Highlights Feature	
Gold Listing (1/2 Page)	\$2,500
Listing includes: 1 photo and 100 word advertorial	

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.

Photography: We can arrange to have a photo taken of your restaurant, should you not be able to furnish one. Contact your sales representative for rates.

Payment terms: 50% deposit required upon signing of contract, balance due upon publication in December. Payable to Nights Publications.

Distribution

165,000 copies printed annually. Distributed throughout Aruba in participating restaurants and hotels as well as merchant locations, activity desks and related points of interest.

Island Sales

Aruba Nights N.V.
Tel: (297) 582-4930 • Fax: (297) 582-4940

Douglass Markus, *Publisher*
douglass@setarnet.aw

Lisett Lizausaba, *Island Sales*
lisett@nightspublications.com

International Sales

Nights Publications Inc.
Tel: (514) 931-1987
Fax: (514) 931-6273
nights@nightspublications.com

Please Ship Ad Material To

Nights Publications Inc.

1751 Richardson Street, Suite 5.530

Montreal, QC, H3K 1G6, CANADA

miruna@nightspublications.com

Please indicate "No Commercial Value" on all international shipments.

FTP Address For Ad Material

From Web Browser: http://69.70.9.42:8080

User Name: nights05

Password: ads05pub

Please notify us at miruna@nightspublications.com when ad material has been uploaded to our FTP site.

Ad Sizes and Listing Requirements

Full Page Ad

Trim 5.5" wide x 10" high

Bleed Add additional 0.25" to trim

Safety Allow 0.25" margin on all sides from trim

1/2 Page Ad

Horizontal 5" wide x 4.5" high (no bleed available on 1/2 page ads)

Diamond Listing

Please provide a **horizontal photo:** 6" wide x 4" high (minimum)

Gold Listing

Please provide a **vertical photo:** 4" wide x 6" high (minimum)

Important note: All photos must be high-resolution: 300 dpi minimum at 100%

Ad Material Specifications

Sending artwork: We accept ads on **CD, via email or FTP.**

Layers and digital files: All Photoshop flattened files must be accompanied by their original document in layers. We accept Quark Express, Illustrator & Photoshop files. **Files created in Freehand and PageMaker will not be accepted.** All IBM/PC ads can be accepted only if saved as EPS files and all fonts converted to outline. Nights Publications will not be held responsible for inaccuracies resulting from artwork created with IBM/PC software.

300 DPI Resolution: All photos used in the layouts must be high-resolution images: 300 dpi minimum and scanned at original size (100%). Please be sure to include all TIFF & EPS files (placed art too). Photos should be CMYK files, not RGB.

Logos: If possible, send vectorial logos saved as Illustrator EPS files. Logos saved in Photoshop must be 300 dpi high-resolution files (color) or 1200 dpi if saved as BITMAP (B&W line-art) files.

Fonts: In case a spelling mistake needs to be corrected, please include all the necessary fonts on disk even if they have been converted to outlines.

Proofs and artwork: Agencies must include a signed ad approval from client when sending ad material to head office in Montreal. All ads must be formatted for Macintosh computers. **Please do not send original CDs, photos or slides as they will not be returned.**

Ad approval and guarantees: All material subject to publisher's approval. We do not guarantee the exactness of the end result if safety margins, trim and bleed requirements are not respected. Color exactness is guaranteed with a 5% variance. Advertiser is liable for any shipping, customs and/or brokerage charges. Material that does not comply to the above specifications will be returned to advertiser at their expense. No cancellations accepted after deadline. In the event that artwork is not supplied prior to deadline, publisher is entitled to supply same to best of his ability.

DEADLINE: Ad material must be received no later than **July 15, 2008.**

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