

# Nights

ARUBA

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## A D V E R T I S I N G R A T E S 2 0 1 0 I S S U E

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### Advertising Space

	\$US	AFL
Full Page	7,650	13,770
1/2 Page	5,200	9,360
1/3 Page	4,150	7,470
1/4 Page	3,200	5,760
1/6 Page	2,195	3,951

### Covers/Spreads/Coupons/Map

	\$US	AFL
Back Cover	13,350	24,030
Inside Front Cover	10,600	19,080
Inside Back Cover	8,950	16,110
1/2 Page DPS	8,500	15,300
Coupon	7,650	13,770
Map	3,000	5,400
Map Back Cover	5,000	9,000

**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

245,000 copies available throughout the year.

### Advertorial Text

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

\* Note: Advertorial given to restaurant, retail, resort and activity advertisers; not given to map advertisers. Casinos and entertainment venues receive a listing. Nights Publications reserves the right to edit advertorials.

**Deadline:** Advertorial text must be received no later than **July 15, 2009**.

**Important:** In the event that advertorial text is not supplied prior to given deadline, it will not be included in the advertorial section.

### Ad Material Deadline

Ad material must be received no later than **July 15, 2009**.

In the event that material is not supplied prior to given 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 ad material. Please supply duplicate CDs, photos or slides as ad material will not be returned to client or agency unless requested in writing.

## **Sending Ad Material by FTP**

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**From Web Browser:** http://69.70.9.42:8080

**User Name:** nights05

**Password:** ads05pub

**Note:** Please notify Sylvain at [sgoedike@nightspublications.com](mailto:sgoedike@nightspublications.com) when ad material has been uploaded to our FTP site.

## **Sending Ad Material by EMAIL**

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Please email ad material to Miruna at [miruna@nightspublications.com](mailto:miruna@nightspublications.com)

## **Sending Ad Material by FedEx**

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Nights Publications Inc.

c/o Zelly Zuskin

1751 Richardson Street, Suite 5.530

Montreal, QC, H3K 1G6, CANADA

Tel: (514) 931-1987 • Fax: (514) 931-6273

*Client is liable for any shipping, customs and brokerage charges.*

## **Ad Approval**

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All ad 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 7 pts. If text is supplied under 7 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:** Aruba Tourist Authority Offices, various travel agencies and travel related shows throughout the US and Canada.

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

### **Island Sales**

Aruba Nights N.V.

Wilhelminastraat 23, Oranjestad, ARUBA

Tel: (297) 582-4930 • Fax: (297) 582-4940

Douglass Markus, *Publisher*

[douglass@setarnet.aw](mailto:douglass@setarnet.aw)

Lisett Lizausaba, *Island Sales*

[lisett@nightspublications.com](mailto:lisett@nightspublications.com)

### **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](mailto:nights@nightspublications.com)

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