

# island Gourmet

& lifestyle magazine

ADVERTISING RATES 2010 ISSUE • AD MATERIAL SPECIFICATIONS

## Advertisements

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	\$US
Full Page	\$4,500
1/2 Page	\$2,750
Coupon	\$5,000
Outside Back Cover	\$7,500
Inside Covers	\$6,250

## Restaurant Listings

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<b>Diamond Listing</b> (Full Page) Listing includes: 1 photo and 175 word advertorial text Special menu highlights feature	<b>\$4,000</b>
<b>Gold Listing</b> (1/2 Page) Listing includes: 1 photo and 100 word advertorial text	<b>\$2,500</b>

## Ad Design Costs

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

## Additional Production Costs

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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

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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. 15,000 copies mailed to Aruban homes.

## Island Sales

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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

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

## Sending Ad Material by FTP

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From Web Browser: <http://69.70.9.42:8080>

User Name: nights05

Password: ads05pub

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 send 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

## Ad Sizes and Listing Requirements

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### 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)

### Coupon

Trim 5.25" wide x 4" high  
Bleed Add additional 0.25" to trim  
Safety Allow 0.375" margin on all sides from trim

**Note! Coupons are two (2) sided, a FRONT and a BACK DESIGN should be supplied**

### 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

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

**Minimum Point Size:** Supplied ads should not have text smaller than 7 pts.

**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 ad material 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 Ad Material:** Agencies must include 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 ad 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. Ad 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 ad material 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, 2009.**

*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.*