

HOTEL EDITION
Nights
ARUBA

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

Advertising Space

	\$US	AFL
Full Page (Regular)	12,500	22,500
1/2 Page (Horizontal)	7,500	13,500
1/3 Page (Horizontal or vertical)	5,200	9,360
1/6 Page (Horizontal or vertical)	3,300	5,940
Back Cover	16,600	29,880
Inside Front Cover	15,200	27,360
Inside Back Cover	14,400	25,920

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.

Important

Please note that **ads cannot contain any tear-out offers**. If ads are received with tear-out offers before the ad material deadline, clients will be informed and given the opportunity to resupply their ad. If ads are received with tear-out offers after the ad material deadline, publisher reserves the right to modify the ad.

Readership

650,000 annually.

Distribution

Exclusive case bound edition distributed in all AHATA hotel rooms.

Ad Material Deadline

Ad material must be received no later than **July 15, 2011**.

In the event that ad 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.

Sending Ad Material by EMAIL

Please email ad material to Terry at info@nightspublications.com

Sending Large Files (over 10 megs)

Please upload ad material to our server through your usual web browser (Firefox, Explorer, Safari, etc.). Enter the following info in the corresponding fields:

Web address: <http://69.70.9.42:8080>
User name: nights05
Password: ads05pub

Once connected, please click “upload folder” to access the uploading window.

Note: If you encounter difficulties while uploading files, please email Sylvain at sgoedike@nightspublications.com

Sending Ad Material by FedEx

Nights Publications Inc.
c/o Terry Matwi
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.

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 or photos as ad material will not be returned to client or agency unless requested in writing.

Ad Approval

All ad material subject to publisher’s approval.

Guarantees

- 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 sent to head office. Nights Publications will not be held responsible 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.

Island Sales

Aruba Nights N.V.
Wilhelminastraat 23, Oranjestad, ARUBA
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.
1751 Richardson Street, Suite 5.530
Montreal, QC, H3K 1G6, CANADA
Tel: (514) 931-1987 • Fax: (514) 931-6273
nights@nightspublications.com

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