

# Nights

CURAÇAO

## 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	NAF
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

	\$US	NAF
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 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. 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, 2011**.

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

### 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.

#### 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.

## **Sending Ad Material by EMAIL**

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

## **Sending Large Files (over 10 megs)**

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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](mailto:sgoedike@nightspublications.com)

## **Sending Ad Material by FedEx**

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Nights Publications Inc.

c/o Terry Matwiy

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 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.

## **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.

### **Managing Director**

Harold Raxlen

Tel: 560-4285

In St. Maarten: Tel/Fax: (0) 544-4685

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

### **Island Representative & Distribution**

Ruth de Windt

Vindan & Partners Advertising

Olympusweg 29, Willemstad,

CURAÇAO, N.A.

Tel: 462-2331 • Cell: 560-6225

Fax: 462-2332

[vindan2@onenet.an](mailto:vindan2@onenet.an)

### **Island Sales Representative**

Marjolijn Verwater

Tel: 512-8172

Fax: 747-1206

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

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