

island Gourmet

& lifestyle magazine

ADVERTISING RATES 2012 ISSUE • AD MATERIAL SPECIFICATIONS

Advertisements

	\$US
Full Page	\$4,500
1/2 Page	\$2,750
Coupon	\$5,000
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 text Special menu highlights feature	
Gold Listing (1/2 Page)	\$2,500
Listing includes: 1 photo and 100 word advertorial text	

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 for your Diamond or Gold Listing, should you not be able to provide 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. 15,000 copies mailed to Aruban homes.

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

Sending Ad Material by EMAIL

Please send 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 Matwiy

1751 Richardson Street, Suite 5.530

Montreal, QC, H3K 1G6, CANADA

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

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)

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 must 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

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

Minimum Point Size: Supplied ads must 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, InDesign, 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 must 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 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 or photos 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, 2011**.

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.