

# Nights

ST. MAARTEN  
ST. MARTIN

## 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
Full Page .....	7,650
1/2 Page.....	5,200
1/3 Page.....	4,150
1/4 Page.....	3,200
1/6 Page.....	2,195

### Covers/Spreads/Coupons/Map

	\$US
Back Cover .....	13,350
Inside Front Cover .....	10,600
Inside Back Cover.....	8,950
1/2 Page DPS .....	8,500
Coupon.....	7,650
Map .....	3,200
Map Back Cover.....	5,500

**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

Magazines: 225,000 copies available throughout the year.

Maps: 275,000 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, activity, and resort advertisers; not given to map advertisers. Casino 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 the 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 Matwiw

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**

St. Maarten/St. Martin Tourist Offices, various travel agencies and travel related shows throughout the US and Canada.

### **St. Maarten/St. Martin**

Airport, hotels and timeshare resorts, retail outlets, car rental agencies, tour bus operators, travel agents, port of disembarkment for cruise vessels, and St. Maarten Dutch and St. Martin French Tourist Offices.

### **Island Sales, Distribution and All Inquiries**

Harold Raxlen, *Managing Director*

Welfare Road 64, Cole Bay, ST. MAARTEN

Tel/Fax: (599) 544-4685 • Cell: (599) 580-1010

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

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