

WHERE WHEN HOW

TURKS & CAICOS ISLANDS

General Advertising Rates - Per Issue

Advertisement Size	up to 3 times	5 times
Full page	US \$ 1500	US \$ 1375
2/3 page	1215	1105
1/2 page	865	795
1/3 page	675	620
1/4 page	500	460
1/6 page	410	370
1/8 page	290	265
2 inch	205	185
Two Page Spread	2700	2475

Preferred Position Rates (Annual contract only)

Full page	\$ 1515
2/3 page	1215
1/2 page	875
1/3 page	685
Two Page Spread	2727

Covers - Four Colour (Annual contract only)

Inside Front Cover	2575
First Right Hand Page	2400
Inside Back Cover	2000
Back Cover	3500

Inserts: Fold-Out Map, Section Lead-In Photo Pages, Inserts, Fold Outs (Rates on Request).

Preferred Position: Additional 10% premium for requested preferred position, right-hand page or up-front positions.

On-Line Link from www.WhereWhenHow.com
Expanded Listing and Link see Website Rate Card.

Advance Discount: An advertiser on contract for one year may pay in advance and receive an 8% discount. (If contract is cancelled prior to one year with 45 days written notice Ad Vantage will refund the unused portion of the payment.)

Agency Commission: Rates non-commissionable.

Terms: Due on receipt of invoice, the 1st of the month. Interest may be charged on past due balances after 30 days at 1.5% per month.

Returned Checks: \$50 fee will be charged.

Cancellation Policy:

Publisher may cancel an advertising contract if the unpaid balance is 30 days overdue. Unpaid balances must be paid in full before a contract is reinstated and terms may change to payment prior to insertion at discretion of publisher.

Advertiser may cancel an advertising contract with written notification 45 days prior to publication.

Mechanical Requirements

Page Format: Three column.

Printing Process: Web offset. **Ink:** Four-colour CMYK.

Colour Profile: SWOP 2006 Grade 3.

Binding Method: Perfect Bound. **Paper:** 50 lb gloss.

Publication Trim Size: 8 1/8" x 10 7/8"

Bleed Size: One page 8 3/8" x 11 1/8"

Two Page Spread Bleed 16 1/4" x 11 1/8"

Live Matter: Keep all type 1/2" from trim. On two page spreads allow 3/8" on either side of gutter for live matter.

Page Unit Sizes:	Width" x Depth"	Width" x Depth"
Full page bleed*	8 3/8 x 11 1/8	8.375 x 11.125
Full page nonbleed	7 x 10	7 x 10
Two-thirds page vertical	4 5/8 x 9 7/8	4.625 x 9.875
One-half page island	4 5/8 x 7 3/8	4.625 x 7.375
One-half page horizontal	7 x 4 7/8	7 x 4.875
One-third page vertical	2 1/4 x 9 7/8	2.25 x 9.875
One-third page square	4 5/8 x 4 7/8	4.625 x 4.875
One-quarter page	4 5/8 x 3 5/8	4.625 x 3.625
One-sixth page vertical	2 1/4 x 4 7/8	2.25 x 4.875
One-sixth page horizontal	4 5/8 x 2 3/8	4.625 x 2.375
One-eighth page vertical	2 1/4 x 3 5/8	2.25 x 3.625
Two inch advertisement	2 1/4 x 2 3/8	2.25 x 2.375
Two page spread bleed*	16 1/4 x 11 1/8	16.25 x 11.125

*Includes 1/8" or .125" bleed all-around

Electronic Submissions: Hi-resolution PDF files are preferred. Photoshop TIFF files are acceptable. Files should be CMYK 300 dpi at 100% with crop and bleed. Word processing programs are **NOT** acceptable because text formatting cannot be retained at the imagesetter.

Production Charges: Ads not in final format will be invoiced for production as necessary.

Revisions: Changes to advertisements must be received in writing by the 15th two months prior and will be invoiced for production as required. (ie. 15th of November for the January/February issue.)

Materials Due: Completed ad materials must be received by the 30th two months prior to publication in order to be included in the following issue. PDF files may be emailed up to 10MB to (info@wwhtci.com) or to DropBox sites.

Proofs: If Printed Proofs are not provided Ad Vantage Ltd. will not be responsible for any missing files, fonts or colour in the intended advertisement.

General Terms & Conditions

A. Contents of all advertisements are subject to the approval of Ad Vantage Ltd. ("Publisher"). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

B. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold harmless against any expense or loss by reason of any claims arising out of publication.

C. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change became effective without incurring short-rate charges, provided the advertisements published at the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations in whole or part for any other reason by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

D. Ad Vantage Ltd. shall have an option to automatically renew this annual contract for consecutive terms of five (5) insertions or until notice of cancellation is received in writing from the advertiser forty five (45) days prior to publication date.

E. Advertisements not received by material closing date will not be entitled to the privilege of approval or revision by the advertiser or its agency.

F. Positioning of advertisements is at the discretion of Publisher, except when a request for a specific preferred position is acknowledged by Publisher in writing.

G. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.

H. Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and which advertising was published. Should collection efforts become necessary advertiser and/or its agency agrees to pay all attorney fees incurred in connection with collection of advertising that was published.

I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the space occupied by the error.

J. All insertion orders are accepted subject to provisions of current rate card. No conditions other than those set forth in this rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

2018 Deadline / Calendar Schedule

Space Closing Ad Revisions Materials to Printer

JANUARY/FEBRUARY - THINGS TO DO

Nov 15th Nov 15th Nov 30th

MARCH/APRIL - SOUVENIR SHOPPING

Jan 15th Jan 15th Jan 30th

MAY/JUNE - WEDDINGS AND SPAS

Mar 10th Mar 15th Mar 30th

JULY/AUG/SEP/OCT - RESORTS/VILLAS

May 15th May 15th May 30th

NOVEMBER/DECEMBER - SCUBA DIVING

Sept 15th Sept 15th Sept 30th

Issuance and Closing / 5 Issues

Where, When, How - Turks & Caicos Islands is published 5 times annually (Bi-Monthly)

Closing dates: Closing date for orders is the 15th, two months prior. No cancellation of space will be accepted after the order closing date.

(ie. 15th of November for the January/February issue.)

Revisions: Changes to advertisements must be made in writing by the 15th two months prior.

Circulation and Distribution

Where, When, How - Turks & Caicos Islands prints and distributes FREE a minimum of 10,000 copies per issue and over 80,000 copies annually. Over 1.8 million copies to date.

Magazines are distributed to our readers via: Resorts, Hotels, Inns, Guest Houses and Villas, at the Providenciales International Airport, major Grocery Stores, through Car Rental Agencies, Retail Stores, Restaurants, Dive, Watersports and Tour Operators, Advertisers and Real Estate Agencies.

In addition we distribute off-island by subscription, at dive shows, trade and travel shows, travel agencies and reader requests.

In addition most copies picked up on-island leave the island with our visitors to be shared with family and friends back home.

www.WhereWhenHow.com

ON-LINE MAGAZINE LISTING & LINK:

www.WhereWhenHow.com

Listing and Link for Advertisers or for Non-Advertisers

REQUEST A WEBSITE AND BANNER AD

RATE CARD

FULL PAGE BLEED ADVERTISEMENT
 8.125" wide x 10.875" deep - 8 1/8" x 10 7/8"
 Add 1/8" Bleed All Around
 8.375" wide x 11.125" deep - 8 3/8" x 11 1/8"
 \$1375.00 per issue - Cost per Year \$6875
 Paid in Advance \$6325 (save \$550)

FULL PAGE - PREFERRED POSITION
Requested Up Front or Right Hand Page
 \$1515.00 per issue - Cost per Year \$7575
 Paid in Advance \$6969 (save \$606)

TWO PAGE SPREAD FULL BLEED
 16.25" wide x 10.875" deep - 16 1/4" x 10 7/8"
 Add 1/8" Bleed All Around
 16.5" x 11.125" - 16 1/2" x 11 1/8"
 \$2475.00 per issue - Cost per Year \$12,1375
 Paid in Advance \$11,285 (save \$990)

TWO PAGE FULL BLEED ADVERTISEMENT
Up Front or Requested Preferred Position
 \$2727.00 per issue - Cost per Year \$13,635
 Paid in Advance \$12,544 (save \$1091)

HALF PAGE HORIZONTAL
 7" wide x 4.875" deep
 7" x 4 7/8"

\$795.00

1/2
HALF PAGE HORIZONTAL

1/2
PAGE ISLAND

\$795.00

1/2 PAGE ISLAND
 4.625" wide x 7.375" deep
 4 5/8" x 7 3/8"

1/3RD VERTICAL >>
 2.25" x 9.875"
 2 1/4" x 9 7/8"

1/3RD SQUARE
 4.625" x 4.875"
 4 5/8" x 4 7/8"

1/3
VERTICAL

\$620.00

1/3RD
SQUARE

\$620.00

QUARTER PAGE >>>>
\$460.00

1/4
QUARTER PAGE
 4.625" x 3.625"
 4 5/8" x 3 5/8"

1/8 TH PAGE
 2.25" x 3.625"
 2 1/4" x 3 5/8"
\$265.00 >>>

1/8
PAGE

TWO INCH AD
 2.25" x 2.375"
 2 1/4" x 2 3/8"
\$185.00 >>>

TWO INCH

1/6TH VERTICAL >>
 2.25" x 4.875"
 2 1/4" x 4 7/8"

1/6
VERTICAL

\$370.00

1/6 TH HORIZONTAL
 4.625" wide x 2.375" deep
 4 5/8" x 2 3/8"
\$370.00

1/6
HORIZONTAL

CONTACT INFORMATION

WHERE WHEN HOW
TURKS & CAICOS ISLANDS

Published by

Ad Vantage Ltd.

J105 The Regent Village • Providenciales • Turks & Caicos Islands TKCA 1ZZ
 649-946-4815 USA 585-298-9553 Cell 649-432-4815 E info@wwhtci.com

Materials may be emailed (up to 10MB) or sent to DropBox sites.

Ad Vantage Ltd. - attn Production - J105 The Regent Village
 Providenciales, Turks & Caicos Islands TKCA 1ZZ

2/3 RD PAGE

4.625" wide
 x
 9.875" deep

4 5/8" x 9 7/8"

\$1105.00