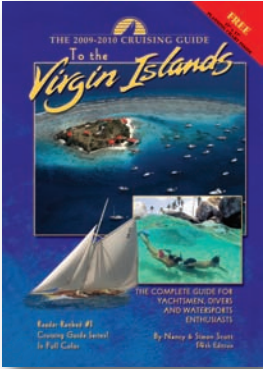


# Cruising Guide to the Virgin Islands 2011-2012 edition Advertising Rates and Contract

Cruising Guide Publications, Inc.  
 Phone: 727.733.5322 Fax 727.734.8179  
 1130B Pinehurst Rd. Dunedin, Florida 34698  
 Sales: molarroux@cruisingguides.com Production: ascott@cruisingguides.com  
 www.cruisingguides.com

Business Name: \_\_\_\_\_ Your Name: \_\_\_\_\_



Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Amount due: \_\_\_\_\_ Amount Paid: \_\_\_\_\_

Advertising space is sold subject to the conditions outlined on this form. Payment, partial payment, or signing this form constitutes agreement to these conditions.

**Cruising Guide to the Virgin Islands will cover two years with continuous distribution through October 15, 2012. Print run 32,000**

## ADVERTISING RATES

- Inside Front or Inside Back Cover -----\$3,000
- Back Cover -----\$3,000
- Bookmark Flap (outside)-----\$2,850
- Bookmark Flap (inside)-----\$1,500
- Full Page-----\$2,700
- 1/2-page-----\$1420
- 1/4-page (horizontal only)-----\$940

Company name as it will appear in Advertiser's Directory  
(see current edition, page 347 for example)

Company name, phone number, island, and section for  
Virgin Island Directory (see current edition, page 330 for  
example)

\_\_\_\_\_  
(Island) (local phone number)

\_\_\_\_\_  
(business type)

## PAYMENT INFORMATION

Enclosed is a check in the amount of \$ \_\_\_\_\_ USD

Please make check payable in U.S. Funds to:

Cruising Guide Publications

Cash not accepted

Charge my:

VISA  MASTERCARD  AMERICAN EXPRESS  DISCOVER

Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## Conditions

The advertiser agrees to indemnify the publisher against all expenses arising through unauthorized use of names or pictures of living persons and copyright infringement, or false advertising claims arising from their ads. The publisher reserves the right to reject any ad that does not meet his approval.

The publisher assumes no liability for errors or omissions in the advertiser's index, directory listing, the general book text, or web site.

The publisher will supply a draft to the advertiser for correction. The publisher will not be responsible for errors not pointed out by the advertiser before deadline. Under no circumstances will the publisher be responsible for an amount exceeding the cost of the advertisement.

If a deposit is received, but full payment has not been received by the deadline, the publisher reserves the right to reduce the size of the ad or to substitute a similar ad of a value equivalent to the deposit. If the publisher wishes, he may cancel the ad and return the deposit, minus a 20% handling charge.

Advertising material will not be returned unless requested. The publisher takes no responsibility for original art or photographs.

**POSITION/SECTION PREFERRED:**

\_\_\_\_\_  
*(Publisher will accommodate position requests on a first-availability basis subject to layout limitations.  
Ex: Tortola, Nanny Cay Section, Left Side, Planning Section, etc))*

**CHOOSE ONE OF THE FOLLOWING:**

- I WILL PROVIDE A NEW AD
- REPEAT W/CHANGES BELOW OR ATTACHED
- I WOULD LIKE CGP TO DESIGN A NEW AD FOR ME
- REPEAT

**Changes (charges may apply, please supply additional copies if more space is required):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Ad Design Charges**

<u>Price</u>	<u>Dimensions: Width x Height</u>		
		<u>Inches</u>	<u>Centimeters</u>
Full page \$ 150	Full Page Trim Size:	6 1/8" x 8 7/8"	15.56cm x 20cm
Half page \$ 115	Full Page Ad (no bleed):	5" x 7 3/4"	12.7cm x 19.69cm
Quarter page \$ 75	Full Page Ad (bleed):	6 3/8" x 9 1/8"	16.19cm x 23.18cm
	Half-Page Ad (no bleed):	5" x 3 7/8"	12.7cm x 9.84cm
	Quarter-Page Ad (no bleed):	5" x 1 7/8"	12.7cm x 4.76cm
NO VERTICAL 1/2 PAGES OR 1/4 - HORIZONTAL ONLY)			

**Advertising Art Work**

**PREFERRED FORMAT:** Adobe Acrobat, high-resolution, press-optimized, composite PDF. Other acceptable formats include 300 dpi .jpg or .tif files saved in Photoshop. • Resolution: All PDFs must contain 300-dpi image files. Images with higher resolutions will be downsampled accordingly. PDFs with lower resolutions will result in an inferior print quality that will not be the publisher's responsibility • Compression: PDFs should have no compression. Images should not have ZIP or JPEG compression. Do not compress text or line art • Fonts: Embed all fonts

**ART DEADLINE.....April 30<sup>th</sup>, 2010**

**\*send all art to ascott@CruisingGuides.com**

\_\_\_\_\_  
**(Printed name)**

\_\_\_\_\_  
**(Today's date)**

\_\_\_\_\_  
**(Signature)**