

# Sailors Guide to the Windward Islands

Advertising Rates & Contract

2024-2025 edition



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

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

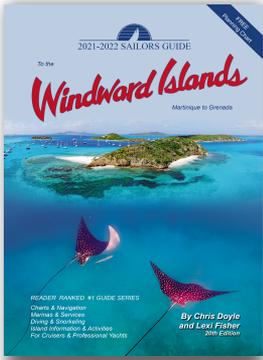
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Website: \_\_\_\_\_  Trade Links: \_\_\_\_\_

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.

**ADVERTISING RATES ARE FOR TWO FULL YEARS**

**Sailors Guide to the Windward Islands will cover two years with continuous distribution and the digital guide through November 1st, 2025. Projected print run 8,500 CASH DISCOUNT: 5% discount for full payment with this contract by March 31st, 2023.**

**Closing Date March 31st, 2023**

## ADVERTISING RATES

- Full Page-----\$1,830 US
- 1/2-page-----\$930 US
- 1/4-page-----\$555 US
- Inside Covers-----\$2,025 US
- Back Cover-----\$2,115 US
- Bookmark Flap
- (outside)-----\$1,975 US
- (inside)-----\$1,040 US

## 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

To pay by credit card please use Paypal (direct payments to molarroux@cruisingguides.com) or go to www.cruisingguides.com/windward, select your ad size and enter payment info.

## 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.)*

**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):**

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

**New Ad Design Charges**

<u>Price</u>	<u>Dimensions: Width x Height</u>	<u>Inches</u>
Full page \$ 150	Full Page Ad:	5" x 8"
Half page \$ 115	Half Page Ad:	5" x 3.9"
Quarter page \$ 75	Quarter Page Ad:	2.3" x 3.9"

**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.....March 31<sup>st</sup>, 2023**

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

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

\_\_\_\_\_  
**(Today’s date)**

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