

## MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full Page (bleed)	8 5/8"	11 1/8"
Full Page (trim)	8 3/8"	10 7/8"
2/3 Vertical	4 3/4"	9 7/8"
1/2 Page Horizontal	7 1/4"	4 3/4"
1/3 Page Vertical	2 1/4"	9 7/8"
1/3 Page Square	4 3/4"	4 3/4"
1/6 Page Vertical	2 1/4"	4 3/4"
1/6 Page Horizontal	4 3/4"	2 1/4"

Hold live matter 1/8" from trim on all sides

Live image area for full page is 8 1/8" x 10 5/8"

\*Back Cover ad placement- Add an extra 1" bleed to all four sides.

## DISCOVER RATES

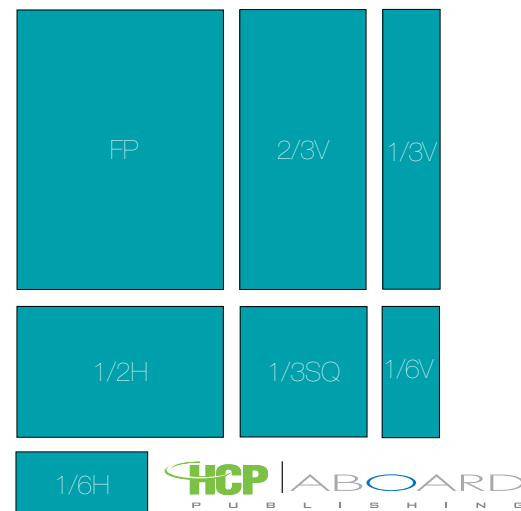
All ads 4-color display advertising

2-page spread	\$36,865
Full page	\$19,405
2/3 page	\$14,860
1/2 page	\$11,645
1/3 page	\$8,355
1/6 page	\$5,565

Covers and special positions (subject to availability)

Cover 2 spread	\$46,570
Cover 3 spread	\$42,690
Cover 4	\$25,225
Spread preceding	
Table of Contents	\$44,240
Full page opposite	
Contents page	\$22,315
Full page opposite	
Commissioner's letter	\$22,315
Full page opposite	
President of HTA letter	\$22,315
Full page opposite	
Publisher's letter	\$22,315

10% off for current USVIHTA members



## AD MATERIAL REQUIREMENTS\*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.\*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

\* If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) is not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.

## DEADLINES

Space Reservation: July 30, 2011

Ad Materials Due: August 13, 2011

Publications In Room: December 2011

## TERMS

50% Deposit with contract • 50% upon publication

## INQUIRIES & SPACE RESERVATIONS

Media Marketing, Inc.  
1000 Blackbeard's Hill, Suite # 7  
St. Thomas, Virgin Islands 00802  
Tel: 340-774-0920 • Fax: 340-774-3144  
Email: rjmedia@hotmail.com

## LOCAL AD MATERIALS SHOULD BE SENT TO

Lisa Lawlor  
Media Marketing, Inc.  
1000 Blackbeard's Hill, Suite # 7  
St. Thomas, Virgin Islands 00802  
Tel: 410-544-0808 • Fax: 410-544-5898  
Email: lisa@lawlorvi.com

## MIAMI AD SERVICES

Melinda de Armas  
One Herald Plaza, Miami, FL 33132  
Tel. 305-376-2537  
Email: mdearmas@hcpaboard.com

## PAYMENTS

Checks should be made payable to:  
HCP/Aboard Publishing  
One Herald Plaza, Miami, FL 33132-1693

# DISCOVER

ST. THOMAS • ST. JOHN • ST. CROIX





**D**iscover *St. Thomas, St. John and St. Croix*—the official publication of the U.S. Virgin Islands Hotel & Tourism Association—highlights the elegance, beauty and serenity that this Caribbean paradise has to offer. The in-room publication provides visitors with essential information to make the most of their stay in the U.S. Virgin Islands.

*Discover St. Thomas, St. John and St. Croix* grants advertisers unmatched access to the largest number of accommodations throughout the U.S. Virgin Islands. Prominently displayed in the islands' leading properties, this four-color hardcover publication is a guaranteed way to reach your target clients in the comfort of their rooms.

Published by HCP/Aboard Publishing, a subsidiary of The McClatchy Company—the third-largest newspaper company in the U.S.—*Discover St. Thomas, St. John and St. Croix* is part of an integrated marketing and communications program that delivers combined newspaper and online promotion to the U.S. Virgin Islands through the vast network of McClatchy-owned newspapers and websites throughout the United States.

### WHY ADVERTISE IN DISCOVER ST. THOMAS, ST. JOHN AND ST. CROIX?

*Discover St. Thomas, St. John and St. Croix* provides advertisers with an elegant, credible medium in which to showcase their products and services. With the purchase of an ad in *Discover*, you also get value-added advertorial on [discoverusvimagazine.com](http://discoverusvimagazine.com), our content-rich website. More great reasons:

- Very affordable rates
- Official publication of the U.S. Virgin Islands Hotel & Tourism Association
- Priority distribution in 5,000+ St. Thomas, St. John and St. Croix hotel and villa rooms
- Reaches upscale visitors
- Features easy reference maps of St. Thomas, St. John and St. Croix
- Advertisements organized by category:
 

Retail Shopping	Arts	Real Estate
Activities	Weddings	Spas
Accommodations	Dining	
- Web component at [discoverusvimagazine.com](http://discoverusvimagazine.com)

### BENEFITS OF ADVERTISING IN DISCOVER ST. THOMAS, ST. JOHN AND ST. CROIX

In an effort to magnify the scope of the Hotel & Tourism Association's publishing program, the Miami Herald Media Company (MHMC) and HCP/Aboard Publishing have developed a comprehensive newsprint and online advertising and promotion program.

## HOTEL DISTRIBUTION

### St. Thomas Hotels

Antilles Resorts  
 At Home in the Tropics  
 Bellavista Properties  
 Best Western Carib Beach Resort  
 Best Western Emerald Beach Resort  
 Bluebeard's Beach Club  
 Bluebeard's Castle Hotel  
 Bolongo Bay Beach Resort  
 Bunker Hill Hotel  
 Calypso Realty, PC  
 Crystal Palace  
 Elysian Beach Resort  
 Frenchman's Cove Marriott  
 Frenchman's Reef & Morning Star  
 Marriott Beach Resort  
 Galleon House  
 Green Iguana  
 Island Beachcomber Hotel  
 Island View Guest House  
 Mafolie Hotel  
 McLaughlin Anderson Luxury Villas  
 Miller Manor  
 Paradise Properties  
 Pavilions and Pools Villas Hotel  
 Point Pleasant Resort  
 Sapphire Beach Resort  
 Secret Harbour Beach Resort  
 The Inn at Villa Olga  
 The Ritz-Carlton Club  
 The Ritz-Carlton, St. Thomas  
 Virgin Islands Campground  
 Windward Passage Hotel  
 Wyndham Sugar Bay  
 Resort & Spa

### St. John Hotels

Caneel Bay  
 Caribbean Villas Resort and  
 Management Company  
 Century Hill Estates  
 Cinnamon Bay Campground  
 Coconut Coast Villas  
 Concordia Campground  
 Cruz Bay Boutique Hotel

Estate Zootenvaal  
 Gallows Point Resort  
 Harmony Studios  
 Lavender Hill Suites  
 Maho Bay Camps, Inc.  
 Seashore Allure  
 Serendip Vacation Condominiums  
 St. John Inn  
 The Westin St. John Resort  
 and Villas  
 VIVA! Villas Inc.

### St. Croix Hotels

Arawak Bay: The Inn at Salt River  
 Buccaneer Hotel  
 Cane Bay Reef Club  
 Carrington's Inn  
 Cheney Bay Beach Resort  
 Club Comanche  
 Club St. Croix  
 Colony Cove  
 Company House Hotel  
 Cottages By The Sea  
 Divi Carina Bay Resort  
 Hibiscus Beach Resort  
 Holger Danske  
 Hotel Caravelle  
 Hotel on the Cay  
 King Christian Hotel  
 Kings Alley Hotel  
 Mill Harbour  
 Mt. Victory Camp  
 Palms at Pelican Cove  
 Renaissance St. Croix  
 Carambola Beach Resort  
 Sand Castle on the Beach Hotel  
 Sugar Beach Condo Resort  
 Tamarind Reef Hotel  
 The Frederiksted Hotel  
 The Waves at Cane Bay  
 Vacation St. Croix  
 Villa Dawn  
 Villa Greenleaf

## YOUR ADVERTISING GETS EXPOSURE IN MORE PLACES

*Discover St. Thomas, St. John and St. Croix* is part of an integrated marketing and communications program that brings online promotion to the U.S. Virgin Islands through the network of HCP/Aboard Publishing and targeted newspapers and websites of The McClatchy Company. Ads promoting the U.S. Virgin Islands have appeared and will continue to appear in *The Miami Herald*, *Fort Worth Star-Telegram*, *Raleigh News & Observer*, *Brandenton Herald* and other McClatchy newspapers throughout the United States. The entire newspaper network includes 30 papers in 29 of the fastest-growing markets in the U.S.

## FREE ONLINE ADVERTISING CONVERTS VISITORS INTO CUSTOMERS BEFORE THEY ARRIVE

Reach online visitors before they arrive in the U.S. Virgin Islands and convert them into customers with a FREE web page on [discoverusvimagazine.com](http://discoverusvimagazine.com), our high-traffic website — online traffic has doubled in the past year alone! All HCP/Aboard advertisers receive FREE listings and web pages with colour photos and valuable text links to their own websites.



## ONLINE UPGRADES FOR PRINT ADVERTISERS

Want more affordable online exposure? Invest in an online banner for only \$599 per year — just \$49 per month — and reach prospects before your competitors do. We deliver a highly targeted audience for a valuable and measurable return on your advertising dollar.

Travel decisions: Sixty-five percent of women use the Internet to purchase or arrange travel, and 71 percent use it for travel research. Women make the majority of travel decisions, regardless of who pays for the travel, and baby boomer women generate more travel than any other age group in the United States. They also comprise 50 percent of business travelers.

Source: BOOM, 2006

Interested in online advertising?

Please ask your sales representative for our online rate card, or visit [discoverusvimagazine.com](http://discoverusvimagazine.com) for more information.

## HOW DO WE DRIVE SO MANY LEADS TO YOU?

HCP/Aboard's own website advertising campaign includes search engines, travel magazines that reach over 30 million affluent travelers, and several McClatchy newspapers and websites — some of the most visited news sites on the web. Our advertisers benefit directly from HCP/Aboard's advertising investment: a staggering \$1.5 million annually.